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# ANNUAL REPORT

of the

## DEPARTMENT OF ECONOMIC AFFAIRS

1957



GOVERNMENT OF THE PROVINCE OF ALBERTA  
EDMONTON





Thirteenth

ANNUAL REPORT

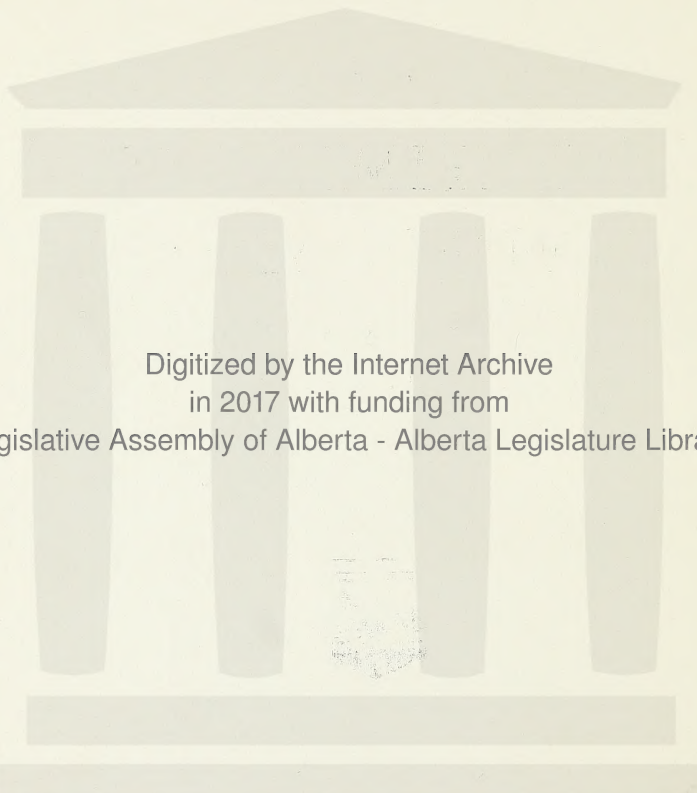
of the

DEPARTMENT OF  
ECONOMIC AFFAIRS

1957



GOVERNMENT OF THE PROVINCE OF ALBERTA  
EDMONTON



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Edmonton, Alberta.

To His Honour,  
J. J. Bowlen,  
Lieutenant Governor of the  
Province of Alberta.

Sir:

I submit herewith the report of the Department of  
Economic Affairs for the year ending December 31st,  
1957.

I have the honour to be, Sir,

Your obedient servant,  
A. RUSSELL PATRICK,  
Minister of Economic Affairs.

February 10th, 1958.



# REPORT OF THE DEPUTY MINISTER

To The

Honourable A. Russell Patrick,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Sir:

I have the honour to submit herewith the thirteenth annual report of the Department of Economic Affairs for the period from January 1st to December 31, 1957 in accordance with Section Nine, The Department of Economic Affairs, Act, Chapter 2, Province of Alberta, 1945.

I am, as usual, appending hereto complete reports of the various branches of the department as submitted to me. Nevertheless, I wish to comment on some of the main features undertaken during the year under review.

One of the main projects of course was the dedication of the auditoriums in Edmonton and Calgary on Sunday, April the 28th and the week long concert by the government following that date. Everything proceeded most satisfactorily and, considering the extent of the undertaking, variety of programs to demonstrate multi-use of the auditoriums, limited rehearsal time, and that everything was new and untried in the auditoriums and that no such venture had ever been carried out by the department before, it was surprising, to me at least, that our work was accomplished with such little difficulty. Letters on file indicate the government's programme in this connection met with public approval and satisfaction, and the Auditoriums Management Committee and Sub-Committees of that time are to be congratulated.

The pattern set then has been continued in many instances and, while a new Auditorium Management Committee has since been appointed effective January 1st, 1958 many of the lessons learned and policy schedules designed at the beginning are still serving to good purpose and experiences proving beneficial. The new committee comprises D. B. Barr, C.A., Assistant Provincial Auditor and J. E. Hart, Q.C., Assistant Deputy Attorney General, with myself as chairman.

Levelling of the national economy, in Alberta as elsewhere, had its effect in 1957 and adjustments became necessary in some industries. As a result, building and production slowed down and there were some lay-offs in employment. However, this was not felt as much in this province as in some other parts of Canada. There was also a decrease in the number of homes built in Alberta in 1957 and this too, of course, had its effect on employment. However, these conditions are being investigated in the hope that industrial development within the province can be maintained without serious curtailment and an increased programme for the promotion of industrial development is being planned.

The tourist business, on the contrary, continued its steady growth. It is estimated (and final figures can not be available until about March) 2,095,973 visitors spent \$61,869,829. You will note in the attached detailed report of the Travel Bureau that each of the four National parks in Alberta registered a substantial increase. The number of campers has shown a

considerable increase and there has been a definite trend to cheaper accommodation, with a decreased demand for the more expensive class.

Strong vacation promotion in the United States and Canada, extension of improved highways, an increase in the number of camping and picnic sites, expansion of camping facilities and uniform grading of motels among the four western provinces all have contributed to the strong position of the tourist trade. Development will continue and I predict a further increase in tourist traffic in 1958.

The tourist bureaus at Edmonton and Fort Macleod and mobile units at St. Mary and Deep Creek proved very serviceable to the tourist and thanks are due the Canadian Rockies Tourist Association for services rendered in their operation. These operations will continue to function under the joint sponsorship of C.R.T.A. and the Government. The unit at Deep Creek is entirely a government project and may be moved to another location this year. Extensive service was rendered of course by the government travel office in Edmonton.

Leadership by the Cultural Activities branch in the development of drama, music, handicrafts and recreation has resulted in a marked growth of interest in these avocations. To still further promote this interest, an increase in scholarship grants is suggested this year bringing the total to slightly more than \$9,000 and will enable us to grant up to six more scholarships. Library grants for extended library facilities will cost approximately an additional \$20,000 in 1957-58 under the new Libraries Act. The exact amount, however, cannot be definitely established at this time of writing as payments are not made until February. The amount will be more in 1958-59.

The Dominion Drama Festival was held in Edmonton in the Jubilee Auditorium in May. The Festival drew capacity audiences during the week and proved to be a financial success, much to the satisfaction of the Drama Festival Committee. 11,500 patrons attended the performance.

The program of holding periodic regional workshops, providing specialized instruction, inaugurated last year, has proved quite satisfactory and will be continued this year. Staff is being developed for this purpose.

The reports of the publications and advertising branches are self-explanatory. It is interesting to note that approximately more than one and a half million pieces of literature, weighing in excess of 55 tons, were distributed last year by all branches.

The Photographic Branch has completed another successful year employing at least one new type coverage, being newspaper, radio and television of the 1957 Toronto Royal Winter Fair. Photographs, both motion and still, were taken by photographers of this branch and working with the publications and advertising branches released as much material as was possible to radio and T.V. So successful has this concept proven that it will be improved and enlarged upon to publicize Alberta winners at this year's (1958) Royal Winter Fair. The Photographic Branch continues to maintain a steady output of black and white and colored photos and colored movies, and supervises commercial production of other promotional films for departments of the government. Films are also being shown in tremendous audiences both in Alberta, in Canada and abroad, through co-operation between this branch and the National Film Board. The Film and Photographic Branch is now operating with two less photographers than previously. Accord-



ing to the report of this branch you will note two new films are to be released in March of this year. One ("This is Alberta") was completed and distributed in March 1957.

The Geographical Board of Alberta continued its work in 1957 in the preparation of the Gazetteer of Alberta. Naming of many geographic locations in the province was also undertaken during the year.

Co-operation continued between British Columbia and Alberta in tourist promotion and Mr. Peers, our joint representative attended a number of exhibitions in the United States on behalf of both, notably at Los Angeles, San Francisco, Spokane, San Jose and San Diego. The department also displayed a tourist exhibit at Minneapolis and a very successful trade exhibit at Chicago.

Branch reports appended will supply you with further detailed information required.

In conclusion may I, on behalf of yourself and the Department of Economic Affairs, extend thanks to the many companies, organizations and others who have so willingly assisted us in our work; to the library, drama, music, handicraft, visual art, community recreation and objectionable publications boards; to members of the industrial development board and to Government departments and individuals.

All of which is respectfully submitted.

RALPH R. MOORE,  
Deputy Minister.

January 30th, 1958.

# DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. R. PATRICK  
Minister

RALPH R. MOORE  
Deputy Minister

Alberta House.....	Agent General: R. A. McMullen
Auditoriums.....	Edmonton Manager: J. E. Plewes
	Calgary Manager: Roy M. Aikenhead
Cultural Activities Branch.....	Co-ordinator: W. H. Kaasa
Libraries.....	Supervisor: E. J. Holmgren
Drama.....	Supervisor: J. McCreath
Music.....	Supervisor: A. Ballantine
Crafts.....	Supervisor: Miss F. Archibald
Recreation.....	Supervisor: Miss E. McFarland
Film and Photographic Branch.....	Film Commissioner: K. Hutchinson
General Office.....	Secretary and Accountant: J. L. Patterson
Industrial Development and Immigration Branch.....	Director and Assistant Deputy Minister: R. Martland
Publicity Bureau	
Advertising Office.....	Director: E. S. Bryant
Publications Office.....	Director: H. E. Martin
Public Relations Office.....	Officer: R. D. McLean
Southern Area Office.....	Supervisor: H. E. Webster
Travel Bureau.....	Director: D. E. C. Campbell

Legislative Building  
Edmonton

# ALBERTA HOUSE, LONDON, ENGLAND

In the year under review the volume of business passing through Alberta House showed no abatement on the previous peak year of 1957.

## IMMIGRATION

During the first three months in 1957 more applications for emigration were received at Alberta House than in any corresponding period during the past ten years. The volume of correspondence and personal interviews also constituted a record. The number of applications registered during the first quarter of each year during the past three years was as follows:

1957	1956	1955
597	90	136

On receipt of instructions from the Office of the Deputy Minister, the policy of requesting prospective emigrants to submit application forms for emigration to Alberta was discontinued, with the result that the compilation and submission of annual emigration statistics of necessity ceased as from April 1st.

As in previous years, government departments, school divisions, hospitals, and private firms utilized Alberta House for the recruitment of professional and technical staff. Enquiries from school teachers seeking appointments in Alberta showed an increase over the previous year. Special interviews totalled about 110, and 53 successful applicants were offered employment in the province.

In addition to the normal complement of emigrants and their dependents, immigration procedure was finalized and travel arrangements were completed for a number of emigrants directly engaged by School Divisions and private firms.

## INDUSTRIAL DEVELOPMENT

The closure of the Suez Canal during the latter part of 1956 and the repercussions following the anti-inflationary measures adopted during the past year in the United Kingdom resulted in a general tightness of money and the curtailment or abandonment by many British firms of development plans for Canada.

As one of the functions of Alberta House is to provide factual information on Alberta so as to encourage investment, industrial or commercial interest in Alberta, every enquiry received was given the most careful consideration and attention. As in previous years the nature of the many industrial and commercial enquiries was varied.

Throughout the year every available opportunity was sought by the Agent General to address Professional Institutes, Chambers of Commerce and appropriate groups in the United Kingdom. During the year the Agent General attended thirty meetings at which papers were presented on the Petroleum, Natural Gas and Petro-Chemical industries; Finance, Industry, Power and Natural Resources. As a Council Member of the Canadian Chamber of Commerce in Great Britain, meetings of the Federation of Commonwealth and British Empire Chambers of Commerce; the British Chamber of Commerce and the American Chamber of Commerce were attended. Close contact was maintained with the Secretaries of Chambers of Commerce in the leading cities throughout the British Isles.

Toward the end of the year Alberta House was closely associated with the Alberta representatives of the Canadian Trade Mission visiting the United



Kingdom. About twelve hundred United Kingdom industrialists and manufacturers applied to the organizers for information on expanding British sales in Canada and on opportunities for the establishment of branch plants in the Dominion.

As in previous years contact was maintained with a large number of British Industrial and Trade Associations, the names of which are given in last year's departmental report.

#### **PUBLICITY, PUBLIC RELATIONS, FILMS AND PHOTOGRAPHS**

As in past years Alberta publications have been widely distributed. The number of requests from school teachers and students for publications and information on Alberta quadrupled in 1957. Substantial quantities of Alberta publicity material were distributed at Trade Exhibitions and Display Centres.

Close contact was maintained with British and Canadian press representatives in London. General and statistical information on Alberta education, health, welfare, agriculture, natural resources, industrial expansion, housing and comparative costs of living was supplied to the national and provincial press; to the broadcasting and television services, and to trade publications.

Seventy-four Alberta Government films were shown at immigration meetings, universities, agricultural colleges and schools to an estimated six thousand viewers. There was a growing demand from the press, the film industry and from other sources for industrial, agricultural and scenic photographs to be used for illustration and display purposes.

#### **ALBERTA VISITORS**

A total of 260 Alberta citizens visited Alberta House in 1957. In addition to the normal courtesies extended, information and assistance relating to passport and visa problems, ocean and air transportation, British and Continental tours, accommodation and employment opportunities was provided to a number of Alberta visitors.

The names of forty Alberta residents were submitted to the Office of the Lord Chamberlain for invitations to one of the two annual Royal Garden Parties, and three Alberta girls were presented to Her Majesty the Queen at Buckingham Palace.

The World Scout Jamboree was held in the United Kingdom during the summer of 1957. The Alberta contingent largely made Alberta House their headquarters. Storage space was provided for excess baggage and special arrangements were made for the handling of Scout enquiries, mail, luggage and parcels. Much favorable comment was heard on the appearance, efficiency and conduct of the Canadian contingent.

#### **CIVIL INQUIRIES**

Civil Inquiries, including requests for Birth, Marriage and Death Certificates averaged thirty each month. Assistance was rendered in the settlement of estates of deceased persons in Alberta and in the United Kingdom. Information was obtained on property located in the Province and owned by United Kingdom residents, and enquiries were instituted for the whereabouts of missing persons.

#### **CIVIL DEFENCE**

The Agent General again accepted the invitation of the County of Northumberland Civil Defence Corps to attend the annual exercises, and on Saturday, October 5th, 1957, accompanied His Grace the Duke of North-

umberland on his official visit to Civil Defence Headquarters at Darras Hall, Ponteland.

#### **REPRESENTATION**

During the year the Agent General was again privileged to represent the Government and the people of Alberta at 203 official functions and receptions given by Her Majesty's Government; the Corporation of the City of London; the Commonwealth Government representatives; financial and industrial institutions in the United Kingdom.

#### **APPRECIATION**

The Agent General again wishes to express personal appreciation for the assistance and co-operation received from the High Commissioner for Canada and from the members of his staff in the United Kingdom; from the Colonization and Transportation representatives of the Canadian National Railways, the Canadian Pacific Railway Company and Cunard Steamship Company in Great Britain.

# CULTURAL ACTIVITIES BRANCH

The end of 1957 marks the completion of eleven years since the inauguration of the Cultural Development Act. During these years the Branch has grown from a Co-ordinator and Secretary to a staff of sixteen persons.

To assist and advise the Supervisors of each division, the following Boards have been appointed:

Community Recreation Board: Mr. A. V. Pettigrew, Chairman; Mr. W. A. Hutton, Rev. G. B. Johnston, Mr. T. McPherson, Mrs. E. Pedersen, Dr. M. L. Van Vliet.

Drama Board: Mr. Douglas Homersham, Chairman; Miss Marjory Buckley, Miss Betty Mitchell, Miss Esther Nelson.

Handicraft Board: Mrs. A. Douglas, Chairman; Mr. G. E. Dickson, Mrs. A. Lundy.

Library Board: Mr. L. A. Walker, Chairman; Miss K. Allen, Mr. J. E. Dutton, Mr. R. C. Gregg, Mrs. W. C. Taylor.

Music Board: Mr. R. S. Eaton, Chairman; Mr. H. P. Buchanan, Mr. George Nechkin, Rt. Rev. R. J. Pierce, Mr. H. G. Turner, Mr. G. K. Greene (advisory only).

Visual Arts Board: Mr. Murray McDonald, Mr. Wes. Irwin, Mr. Douglas Motter, Mrs. Marion Nicoll.

The primary function of the Cultural Activities Branch is to encourage the cultural development of the people of the Province through the organization of Recreation Commissions under Municipal Councils, the development of Leadership Schools, consultative services, and providing scholarships to further the training of talented Albertans.

1957 has been a year of great accomplishment, and with the expansion of the Branch, and the future development of a broader program, we can look forward to even greater accomplishment.

## 1. THE PROVINCIAL JUBILEE AUDITORIA

One of the most notable highlights of the year, of course, was the completion of the Provincial Jubilee Auditoria in Calgary and Edmonton. This naturally involved the Cultural Activities Branch in the following ways:

(a) **Tuning and Testing Concert:** The Co-ordinator acted as Chairman of the Tuning and Testing Concert that had to do with invitations and audience participation. This involved a great deal of work for the Branch, as there were many details to work out regarding experts and audience.

(b) **Dedication Week:** The Tuning and Testing Concert was closely followed by Dedication Week in the Jubilee Auditoria in Edmonton and Calgary, and the Co-ordinator also acted as Chairman of this work. The Government, to facilitate programs for this week, formed a liaison with the Edmonton and Calgary Allied Arts Councils who, in turn, contacted various groups and organizations in both communities to present a variety of programs. This was highly successful, and it gave an opportunity to many citizens of the Province to present their talents before an audience.



## **2. MAYTIME IN ALBERTA**

Closely following Dedication Week was "Maytime in Alberta," in which the Cultural Activities Branch sponsored the following: University Mixed Chorus; R.C.A.F. Tactical Air Command Band; drama production of the Studio Theatre of the University of Alberta, and exhibitions of libraries, visual arts and handicrafts.

"Maytime in Alberta" visited eleven communities in east-central Alberta, namely: Vegreville, Mannville, Cold Lake, Bonnyville, St. Paul, Wainwright, Willingdon, Camrose, Stettler, Castor and Lacombe.

When "Maytime" had completed its tour, questionnaires were sent out to the various communities visited, for their criticism. Without exception all the communities indicated that this was indeed a very worthwhile contribution to Alberta activities.

Many of the communities have since taken upon themselves to establish their own "Myatime," with the result that bands, choruses, drama productions, etc., are working together for the betterment of the communities.

## **3. DOMINION DRAMA FESTIVAL**

The Dominion Drama Festival, while not a particular activity of the Cultural Activities Branch, did require a very close liaison with the Dominion Drama Festival Committee set up for this purpose. The Dominion Drama Festival felt that this was indeed one of the best festivals experienced in Canada from an audience standpoint. The winner of the festival was Montreal's "Le Theatre de Quatre Sous," which presented "Le Tour Eifel Qui Tue."

## **4. LEISURE MAGAZINE**

Circulation of this quarterly magazine has grown steadily. Back numbers are eagerly sought after, to such an extent that the entire September issue was taken up after the regular mailing list had been satisfied and a number of requests for back numbers had to be refused. 1957 was the first year of the new format in printed form, illustrated with photographs, and generously contributed to by "outside" writers (usually by invitation) as well as members of the Department staff. While the magazine itself receives nothing but praise, some of the contributors' opinions have met with criticism, which is all to the good as indicating that LEISURE is being read thoughtfully and carefully. 3,400 copies were printed of the September issue, which was insufficient. The December issue ran to 3,600 copies.

## **COMMUNITY RECREATION BUREAU**

**Function:** The function of the Community Recreation Bureau is to assist communities and organizations in the organization and operation of recreation programs. The functions are eight fold:

1. Leadership training.
2. Leadership grants.
3. Supervisory and consultative service.
4. Distribution of information.
5. Facility and program planning.
6. Publications.
7. Scholarships.
8. Library and films.

## Leadership Training

(a) **Recreation Leadership School:** The Recreation Leadership School, operated from July 3rd to August 5th, 1957, with 110 candidates, from 53 communities.

Candidates, sponsored by various organizations, took intensive training in: Leadership techniques, games, community singing, dance (round and square), first aid, recreation methods, gymnastics, team sports, creative drama, sports officiating, social recreation, rhythmic, individual sports, social dance, recreation workshop, \*swimming (instructors' course), \*quick crafts, \*sports administration, and \*keep-fit conditioning. (\*Courses in which options are offered.)

This year, in conjunction with the Recreation Leadership School, and in co-operation with the Craft Division, 19 candidates from 12 communities attended a two-week Craft Course. Candidates took: copper firing, recreation workshop, square and social dance, social recreation, design, clay modelling and pottery, and community singing.

(b) **Playground Course:** The annual Playground Leaders' Short Course, held at Red Deer, June 24th to 29th, was attended by 56 candidates from 18 communities. This number marked a considerable increase over previous years and is indicative of much greater interest in playground supervision, on the part of Alberta communities. The course content offered was: leadership of group games, handicrafts, singing, team games, group management, playground dramatics, story telling, and playground organization and administration. Several camp leaders took advantage of the training and went directly to camp programs.

(c) **In-Service Course:** 1957 saw the inauguration of a new training course for full time Superintendents and Directors. The course was designed to be of a practical nature.

There were 19 candidates who started the course, with 12 successfully completing it. The course consisted of a six-month reading course culminated by a two-week seminar held at the University of Alberta.

The 1958 course will operate on a similar basis to the last one. Lessons have been revised, some of the reading material has been changed, and the course is also extended on to an eight-month reading course. We have observed programs and development in several communities, and we can trace progress and program directly to the course.

### Certificates awarded in 1957 were:

Name and Address	Type
Mr. Donald Harvie, Edmonton .....	A
Mr. Wade Magrum, Camrose .....	A
Mr. Jack Boddington, Grande Prairie .....	B
Miss Peachie Key, Grande Prairie .....	B
Mr. Sydney Moore, Vermilion .....	B
Mrs. Ann Van Veldhuizen, Edmonton .....	B
Miss Heather Symons, Calgary .....	B
Mr. William Bell-Bathgate, Wetaskiwin .....	C
Mr. Alexander Kaleta, Medicine Hat .....	C
Mr. Jacob Vandenbrink, Edmonton .....	C
Mr. Donald Moore, Red Deer .....	C
Miss Rheta Bode, Wembley .....	C

(c) **Coaching Clinics, Track and Field:** This year the Bureau tried regional Clinics at Peace River, Red Deer and Lethbridge. We feel the first attempt was quite successful. Instructors accomplished more with smaller groups and candidates themselves were most appreciative of the much shorter travelling distances. Fall Clinics were operated at Olds and Fairview, in November. These clinics were possible through excellent co-operation received from the Schools of Agriculture. At Olds basketball and hockey clinics were operated. At Fairview a basketball clinic was operated. The proposed Drama Workshop in co-operation with the Drama Supervisor, was cancelled due to lack of applicants.

Clinic Statistics	Number of Candidates	Number of Communities
Peace River .....	21	9
Lethbridge .....	18	5
Red Deer .....	20	10
Fairview .....	22	7
Olds—Hockey .....	15	11
Basketball .....	83	41
(30 late applicants turned down.)		

(e) **Camping Conference:** The annual Alberta Camping Conference was held in Red Deer in co-operation with the Alberta Camping Association. The program and content was handled mainly by the Camping Association. The Recreation Bureau assisted in planning program, on conference operation and special speakers. 89 candidates were present representing 24 camps.

During the spring and summer months, Grande Prairie, Ponoka, and Three Hills hired full time Recreation Directors, and became eligible for annual grants in the amounts of \$400, \$1,000 and \$800 respectively. Vermilion employed a Director for the summer months and received a \$300 grant. The Director at Vermilion works part of the year for the School of Agriculture and the remainder for the town of Vermilion.

## PUBLICATIONS

All material pertinent to recreational programs, such as drama, crafts, games, singsongs, playground material, etc., are available for groups. To date we have been able to develop two new pamphlets, "Playground Potential" and "Yuletide Ideas".

We are presently co-operating with the Alberta Recreation Association in publishing the pamphlet "What, Why and How of Public Recreation".

## SCHOLARSHIPS

Only one scholarship was awarded in 1957, to Mary Hendrickson, of Tofield, who is completing her fourth year at the University of Alberta and will enter the recreation field.

## LIBRARY

The Recreation Library is vital to the activities of the Recreation Bureau. Texts and pamphlets are added yearly. The library covers a wide variety of subjects pertaining to Recreation. In 1957 some 400 book and pamphlet requests were filled and the library was also used extensively in leadership training courses.



## APPENDIX

### Communities Eligible for Grant, September 30th, 1956

Calgary	Lethbridge	Camrose
Red Deer	Edmonton	Stettler

### Communities Eligible for Grant, September 30th, 1957

Black Diamond	Carmangay	Lethbridge
Ponoka	Standard	Vermilion
Calgary	Edmonton	Nanton
Red Deer	Stettler	Wembley
Camrose	Grande Prairie	Nobleford
Rimbey	Three Hills	Wetaskiwin (12 full time)

### Recreation Boards Established by By-law Up to December 15th, 1957

Andrew	Olds	High Prairie
Castor	Jasper Place	Peace River
Grimshaw	Medicine Hat	Taber

## DRAMA DIVISION

The position of Drama Supervisor was created in 1955, although the need for such a supervisor had been indicated ever since the Cultural Development Act was written. In the provincial picture, his position, along with the position of the other members of the Cultural Activities Branch, is unique in that he is responsible to the Department of Economic Affairs and operates as a unit quite independent of the Department of Education.

The Drama Supervisor works inside the framework of the Cultural Activities Branch to assist drama groups in their organization and operation and to make them aware of the need for higher standards in amateur theatre. He does this:

(a) Through periodic visits to the drama groups of the province, where he will meet with members of a drama group, discuss their problems, and encourage their efforts in every way possible.

(b) By maintaining a constant correspondence with all groups and individuals seeking advice or assistance.

(c) By conducting drama workshops throughout the province. Drama workshops are conducted where a minimum of 15 persons interested in drama indicate they are willing to meet together for the purpose of learning how to organize themselves into a working unit and where the desire is indicated to learn something of the aspects of theatre—acting, directing, stage managing, lighting, make-up, selection of plays, play reading, choral speaking, etc. Drama workshops, for instance, have been conducted in Grande Prairie and Spirit River, two towns that have previously functioned without any real organization in the drama field.

## DRAMA BOARD

The Drama Board met six times during the year, dealing largely with scholarships and requests for financial assistance.

## THE JASPER STORY

Once again Mr. McCreath directed the "Jasper Story," which repeated its success of 1956. This is a unique situation as far as communities in the Dominion are concerned, and it is hoped that the people of the Jasper community will not let this good production fall by the wayside.

Mr. McCreath, as Drama and Music Supervisor, is at present completing a very wide survey of drama and music needs in the province. He has visited a number of communities in working out his program for the coming year.

#### **LIBRARIES DIVISION**

The governing authority of the Libraries Division is, of course, the Libraries Act passed in 1956. It governs the Library Board, the advisory board on library services. The Board, at present, consists of five members with the Supervisor acting as Secretary.

The main function of the office of the Supervisor of Public Libraries is promoting library service throughout the province.

1957 was actually the first year of the use of the new Libraries Act, and in January and February the first payments of annual grants were made under this new Act. The Lacombe Regional Library, set up some time ago, is, and will be, expanding greatly. Barrhead, the other regional library established in the province, is being assisted by a better grant structure, with the hope that this will assist in solving its problems regarding expansion. There is a move afoot in the Municipal District of Strathcona to establish a Regional Library service. High River and Stettler have become Municipal Libraries, and Grande Prairie has opened a new library building. Community libraries have been established at Wanham, Nampa and Tofield, during this past year. Special attention is being given to a survey of a regional library development in the Killam area.

Mr. Holmgren attended the Annual Conference of the Canadian Library Association in Victoria, in June, and the Annual Conference of the Alberta Library Association in Edmonton, in May.

Scholarships are awarded annually to suitable candidates aspiring to professional librarianship. In 1957 there were no suitable candidates.

#### **HANDICRAFTS DIVISION**

The purpose of the Handicraft Division is to promote handicrafts throughout the province, and to raise standards. The Handicraft Division met four times during the year with the Board, and once with the other Boards of the Cultural Activities Branch.

In order that the opportunities of working in crafts reach a greater number of people, Craft Leadership Schools were organized to train leaders who are willing and able to give assistance to others interested in the craft development of their community, and to assist in organizing new Craft Centres.

Following these leadership schools, visits to the various communities are made by the instructors to assist the community with problems encountered during workshop activities.

Courses given at the schools are: weaving, leather tooling and carving, copper enamelling, ceramics, design, and principles of leadership and teaching techniques.

An exhibition of the work done during the three-week sessions and demonstrations was open to the public upon completion of each school.

Leadership Schools were held in 1957 at Red Deer, Brooks, Grande Prairie and Camrose. Many other towns are requesting schools of this type. Four specialized Government instructors, of which three are still on our staff, were sent to the schools to train leaders in each craft. Leaders would

then take over classes in their own community after the instructors left.

Our instructors are: Mrs. G. Graham, weaving; Miss S. Sembaliuk, ceramics; Mrs. M. Miller, leather tooling and carving and copper tooling, now replaced by Mrs. P. Ponech; Mr. R. Ungstad, copper enamelling, who has resigned to take a ceramic position in Calgary.

Brooks and Lethbridge were added to the ten already existing organized centres. Twenty-three other communities have asked for the same type of organization, and it is hoped that this can be accomplished through the Leadership School program.

For the first time the Albertacraft exhibition was shown in Calgary, at the Coste House, as well as the Edmonton Museum of Arts. The exhibition included:

(a) 19 Alberta exhibits from seven Craft Centres, three Rehabilitation Centres, Canadian Red Cross Society, Charles Camsell Indian Hospital, Luxton Museum, four Canadian Handicraft Guilds, Edmonton Weavers' Guild, Edmonton Potters' Guild, and five individual exhibitors.

(b) Seven guest exhibits from Tarascan Sculpture, Mexico; Archie Bray Foundation, Montana; Nova Scotia Craftsmen's Guild; Quebec; London District Weavers; British Columbia Potters' Guild; Toronto Potters' Guild; and Eskimo Soapstone Carvings, Toronto.

Scholarship winners will be announced at Albertacraft '58.

Handicrafts were part of the displays sent to the National Exhibition at Chicago and Toronto. These displays were built up to represent Alberta in the fields of tourist attraction and industrial development. Assistance was given by the National Council of Women in assembling crafts for the exhibition at Montreal.



Recreation leaders from many Alberta communities join in square dance instruction at the Red Deer training school.



## **MUSIC DIVISION**

The Music Board was among the first set up under the Cultural Development Act, with Professor J. Reymes-King as Chairman. On his removal from Alberta he was succeeded by Professor Richard S. Eaton of the Music Faculty at the University of Alberta, who still holds that office. The Board's first activity was to conduct an exhaustive survey of the standing of music in Alberta, and much of the subsequent development was a result of those findings.

Following this survey, one of the Board's earliest experiments was an attempt to introduce Music Appreciation as a subject at summer camps. It was not a great success, as the promoters of these camps did not feel the subject belonged to what was primarily an outdoor activity with emphasis on the physical aspects.

The Music Division has been able to render some help in placing teachers in communities which asked for such assistance, and has endeavored to represent to young graduates in Music the experience offered by teaching in a young and growing town.

Another of the Department's contributions to musical education is the annual award of scholarships. In this way a number of young people have been assisted to eminent heights in the world of music, some of them far beyond the borders of their native Alberta—London, Paris, New York, and Salzburg.

## **ADJUDICATIONS**

The Branch has been happy to supply adjudicators for local music festivals, particularly division or district school festivals, thus encouraging the music and speech arts where local school boards could not afford the fees and travelling expenses of professional adjudicators.

In addition to scholarships, which have already been dealt with, the Department has made generous financial grants to regional and provincial music festivals, to orchestras of symphony dimensions, to opera groups and other earnestly-minded organizations of their kind.

During the year the Drama Supervisor acted as Music Supervisor, and, while his drama activities occupied the greater amount of his time, he was able to start the Young Artists series in the fall, and arranged for adjudicators on three or four occasions. Correspondence was maintained with several music groups throughout the province, and whenever possible, if the problems concerned instruction, they were referred to Mr. Kay Greene, of the Extension Department, as the acting Supervisor was in no position to offer this service at this time.

## **RECORD LIBRARY**

The Record Library maintained as a service by the Branch, was increased by over fifty records, the majority of the records being of the superior long-playing variety. Over fifty requests for the loan of these records were dealt with over the year. The record service is proving increasingly more popular.

The Music Board met four times during the year and dealt with grant applications and scholarships.

## **VISUAL ARTS DIVISION**

The purpose of the Visual Arts Division is to promote Alberta paintings, raise standards, and give Alberta artists an opportunity to study exhibitions of paintings.

The Visual Arts Board met four times during the year, and once with other Boards of the Cultural Activities Branch.

In order that exhibitions of paintings reach the various communities, they travel on various circuits throughout the province. Twelve communities in the north-western part of the province received exhibitions obtained from the Western Canada Art Circuit. Pictures shown were: Ford Water Colors, Sam Slick Drawings, French Impressionists, and Gaby Photographs.

Paintings selected from Gaby Photographs and French Impressionists were part of the display sent out to eleven towns, together with a collection of Handicrafts, in the "Maytime" tour.

# FILM AND PHOTOGRAPHIC BRANCH

The year 1957 has marked the completion of ten years during which the Photographic Branch has operated as a part of the Department of Economic Affairs. During that time, the staff has endeavored to portray Alberta, by means of photographs, to Albertans and to our neighbors both in Canada and abroad.

Due to a change in production policy, the branch has operated for the first full year with reduced staff. This policy has seen a gradual change from complete government motion picture production, by the branch, to partial production within, and the contracting, by tender, of some films to commercial firms. The result has seen the present staff kept busy and has allowed for any extra requirements to be fulfilled without delay. To carry out its duties, the Photographic Branch staff includes: a director, a secretary, three photographers, a darkroom technician, a film clerk, and an artist.

During the year, W. D. Marsden of the Calgary office resigned to take employment elsewhere. He was replaced by a young man having four years experience in the newspaper field.

Due to staff shortages, and also to the amount of work which could be done at such a great distance from the main office, it was decided that the Calgary darkroom should be closed. The quarters in Calgary are still held for use whenever it is found necessary to have a photographer in the area.

The following is a detailed report of the various activities of the branch:

## BLACK AND WHITE STILL PHOTOS

As usual, by far the greater proportion of our time was spent in the production of black and white photos. Some seven hundred separate assignments were covered and over five thousand negatives were made.

From the above, and our stock of negatives taken in previous years, a total of 16,350 photographs were distributed for publicity purposes. These were supplied to local, national and foreign newspapers and magazines. Wherever possible, the use of Alberta photographs was promoted by this and other branches of the government concerned with publicity.

## COLOR STILL PHOTOS

During the year, 423 photos, ranging in size from eleven by fourteen inches to eight feet by seven feet, were made. These were used to decorate the walls of public buildings, schools and tourist bureaus. Several larger ones were used for various displays in connection with the promotion of tourism, industrial development activities and health. Of the total number produced, two hundred and forty-seven were hand tinted, mounted and framed for hanging. The entire production of these photos was carried out by the staff. The framing was done at a nominal charge by the Department of Public Works.

Approximately five hundred stills in natural color were taken during the year. A number of these were used for color booklets and calendars. Many were loaned to papers such as Weekend and the Toronto Star Weekly, as well as to free lance writers, to illustrate articles on our tourist and industrial development particularly.

## SLIDES

Welfare, Economic Affairs (Cultural Activities and Industrial Development) and Forestry.



There was an increased demand, for 35mm slides particularly, from the Departments of Agriculture, Lands and Forests, and Public Welfare. One special production of some of sixty slides, entitled "Chosen Children", deserves particular mention. This was made for the Department of Welfare and was combined with a sound track on tape.

#### **MOTION PICTURES**

Early in March of this year a forty-minute film was completed entitled "This is Alberta". The film deals with the various services of each department of the government. It is photographed in color with sound.

During the summer, the staff was engaged in photographing two other films to be used on tourist programs. These are "Fishing the Foothills Province" and "Hunting the Foothills Province". These will be completed by the end of March 1958 and will be about twenty minutes in length, in color and with sound.

Several smaller assignments were completed during the year. One of these involved travelling over the David Thompson route through the Rockies, where some one thousand feet of film were taken. Another shows the efforts of volunteer fire fighting brigades in hose-laying competitions and the use of various types of fire extinguishers.

1957 saw an increase in the demand for motion pictures. Two films were contracted to commercial studios through the efforts of this office and the Government Purchasing Agency. The films are entitled "Horizons for Health" (Department of Public Health) and "This Little Pig Went to Market" (Department of Agriculture). The successful tenderer in each case was Matan Productions of Edmonton. Both films will be supervised by the Film Commissioner to assure technical production to the satisfaction of the departments concerned.

The branch has again concentrated on the distribution of its films, particularly throughout Canada and the United States. Over 125 prints are now in circulation of each of the four tourist films made to date. As usual the United States offices of the National Film Board of Canada have given great service. Two of our films, "Gift of the Glaciers" and "Skyline Trails" have now exceeded one hundred telecast showings each in the United States alone. Our films also have been shown to more than 400,000 persons through regular screenings, either by service clubs, at the sportsmen's shows, or by individuals interested in the province.

#### **FILM LIBRARY**

All government films not specifically meant for schools have been shipped, received and maintained by our film library. Those belonging to the Departments of Health, Provincial Secretary, Agriculture and Lands and Forests, as well as our own, make up a total of some 1150 films. From these, a total of 1560 shipments were made from the library during the year.

#### **ART**

Mr. Paul Sembaliuk, artist, has completed many varied projects. Among these are: 24 displays for various publicity projects in connection with tourism, general industry and government services, four sets of titles for motion pictures, 35 posters, eleven book covers, as well as menu covers, crests, letterheads, maps, etc.

#### **SCAN-A-GRAVER**

This was the first full year of operation of the Scan-a-Graver, a machine

by which plastic cuts are made directly from photos for newspaper use. Although the policy with respect to this machine is directed by the Publications Branch, all photos for the making of cuts, and the cuts themselves are made by the staff of the Photo Branch.

A total of 2143 cuts were made in 1957, most of this work being handled by our darkroom technician.

#### **THE ERNEST BROWN COLLECTION**

The collection of historical negatives was handled by Miss Reeves, under the supervision of this branch. A number of photos were supplied to various publications to illustrate some of the early history of the province. In addition, Miss Reeves was able to bring the early days of Edmonton closer to the children by undertaking a number of lectures, illustrated with slides, in city schools. This latter project was done largely in her own time and is one for which she deserves a great deal of credit.

#### **MISCELLANEOUS**

Our relations with other Photographic and Film production and distribution agencies were maintained at the same high level as in previous years.

As usual, we worked closely with the local and national offices of the National Film Board of Canada. We were able to assist with the tourist programming for such centres as Banff, Jasper and some of the Provincial Parks. We were also able to co-operate with the local office by providing the equipment and premises for the showing of tourist and general interest films at the Calgary and Edmonton Exhibitions. The Board provided staff for this combined effort.

Numerous requests for service, directed to this branch, were diverted to commercial photographers. This is in keeping with our policy of undertaking only that work which definitely concerns the Government.

Wherever possible, we filled the requests of other departments for equipment such as projectors, screens and generators. In addition our staff assisted in 63 film showings after their regular working hour assignments. The branch screening room was used by many of the departments to preview films of particular interest to their work.

# INDUSTRIAL DEVELOPMENT AND IMMIGRATION BRANCH

Due to changes in the nation's economy, adjustments were made in many Canadian industries. As a result of production slowdown employment cutbacks were necessary. The general opinion is that this levelling off in manufacturing will continue until midsummer 1958. It is hoped that conditions will improve during the second half of the year.

In Alberta some industries have been affected, particularly those engaged in cement production, wood products and steel fabrication. The decrease in the number of homes and commercial buildings erected during 1957 had a direct bearing on those engaged in supplying building materials. The wholesale and retail trade during the year was higher for the first eleven months than the corresponding period in 1956, although some types of business showed decreases especially those engaged in oil field supplies, lumber, jewelry, motor vehicles, garages and filling stations. Credit restrictions have delayed some industries expanding their present facilities. Some new developments planned for the province, because of general conditions and financing difficulties, have been delayed until conditions are more favorable.

## INDUSTRIAL DEVELOPMENT

During the year a number of new plants were completed and went into operation. Anthes-Imperial Limited are now producing pipe in their \$2 million plant in the City of Calgary. The pulp mill of North Western Pulp and Power Limited at Hinton, built at a cost of over \$27 millions, is now producing bleached pulp. Western Chemicals Limited at Duvernay are expanding their facilities at a cost of over \$3 million. Alberta Phoenix Tube and Pipe Mills, Edmonton; McColl Frontenac Oil Company Limited, Edmonton; Canadian Industries Limited (Polythene Division), Edmonton; Polychemical Industries Limited, Edmonton; Imperial Oil Limited, Calgary; all made sizeable additions to their plant facilities. While construction figures were down for most of our cities, several Alberta towns reported new all-time highs for the year.

Capital expenditure on new industries, existing industry expansion, new warehouses, office buildings and miscellaneous businesses, amounted to more than \$62,000,000. Thirty-nine industries either expanded their present facilities or located in the province during the year. The capital expenditures for this industrial expansion totalled \$30,835,500. Forty-five new warehouses or additions to warehouses at a cost of \$4,624,398 and twenty-nine new office buildings and additions costing \$13,211,000 were made during the same period. In addition miscellaneous businesses spent \$13,875,000 erecting new buildings or additions. A list covering the expansion reported follows.

## MEETINGS

The Industrial Development Board held two meetings during the year. The first meeting was held in the City of Calgary on May 8th and 9th. The second meeting was held in the City of Edmonton on December 5th and 6th. The meetings were attended by business people from the City of Calgary and surrounding area and businessmen from the City of Edmonton. Plans were discussed for our 1958 program and methods were considered on ways to diversify industry and help stimulate industrial interest in the smaller areas.

Five new members were appointed to the Board during 1957. The City



of Lethbridge appointed Mr. J. Banfield, replacing Mr. S. Lamb. Mayor J. McAfee, City of Red Deer, replaced Mr. M. Cunningham. Mr. C. Swain, City of Drumheller, replaced Mr. J. Kergan. Mr. P. McKelvey, Town of Ponoka, replaced Mr. L. Shaw. Mr. E. Weeres was appointed member for the Town of Stettler. Industrial Development Board members are:

Mr. R. R. Moore, Chairman, Department of Economic Affairs.

Mr. R. Martland, Director of Industrial Development, Department of Economic Affairs.

Mr. J. G. Morris, Secretary, Industrial Development Branch, Department of Economic Affairs.

Mayor J. M. McAfee, Industrial Representative, City of Red Deer.

Mr. C. Swain, Industrial Representative, City of Drumheller.

Mr. R. H. A. Lacey, Industrial Representative, City of Medicine Hat.

Mr. J. J. Banfield, Industrial Commissioner, City of Lethbridge.

Mr. W. A. MacAllister, Industrial Representative, City of Wetaskiwin.

Mr. N. A. Rault, Director of Industrial Development, City of Edmonton.

Mr. P. A. McKelvey, Industrial Representative, Town of Ponoka.

Mr. H. J. Yerxa, Industrial Representative, City of Camrose.

Mr. K. S. Ford, Co-ordinator of Industrial Development, City of Calgary.

Mr. D. R. Mitchell, Industrial Representative, Town of Vermilion.

Mr. E. H. Weeres, Industrial Representative, Town of Stettler.

The new printed surveys now being released by the Branch have been well received by industries and financial houses. Surveys covering thirteen towns were printed and distributed to a selected mailing list.

#### INDUSTRIAL PROMOTION

A series of newspaper and magazine advertisements was placed in publications in the United States, England and eastern Canada. These advertisements were designed to advertise the resources of the province available for industrial development. A provincial exhibit was entered at the Chicagoland Fair during July with the co-operation of the power and gas utility companies. Samples of Alberta-made goods that could be shipped to the Chicago market were displayed. Several Alberta cities co-operated with the Department in sending representatives to Chicago and assisted in servicing the exhibit.



A model of the display booth used at the Chicagoland Exhibition, which attracted thousands to learn of Alberta's industrial and tourist opportunities.

An exhibit was entered in the Canadian National Exhibition at Toronto, Ontario, during the latter part of August and a representative from the Industrial Development Branch was in attendance to answer questions and distribute literature. The exhibit was a medium to acquaint people in eastern Canada on the goods being produced in the province and the general industrial development that has taken place in Alberta in recent years.

## IMMIGRATION

Early in 1957 the Canadian Government adopted a new policy whereby they would assist in arranging aerial transportation for a number of emigrants. The airlift was started at the end of March and the first plane loaded with 79 emigrants landed in Edmonton on April 2nd. Most of the first plane load of emigrants were people from Hungary. At the peak of the airlift, three planes landed at Edmonton each week and the passengers were distributed throughout the province for settlement. While the responsibility of the Branch is to assist the new Canadians in every way possible, it is not our responsibility to find employment for emigrants except those coming through Alberta House. However, in order to assist the Federal Department of Citizenship and Immigration and help the new Canadians to get located, we were successful in finding employment for 347 emigrants during the year. A breakdown of the operations of the immigration section is as follows:

	Corres- pondence Received	Corres- pondence Answered	Interviews	Applications Screened	Positions Secured	Unplaced
January .....	85	79	15	79	6	2
February .....	140	395	16	129	16	0
March .....	167	410	76	293	64	12
April .....	240	550	119	284	96	20
May .....	269	462	240	307	82	40
June .....	205	334	65	141	29	42
July .....	110	198	74	47	35	40
August .....	4	15	5	0	3	14
September .....	41	35	15	0	7	10
October .....	67	83	12	0	5	9
November .....	37	50	18	0	2	16
December .....	21	18	41	3	2	39
	<u>1386</u>	<u>2629</u>	<u>696</u>	<u>1283</u>	<u>347</u>	<u>244</u>

During the latter part of 1957 we were advised by the Citizenship and Immigration Department that a number of applications were being received from people wishing to settle in Canada who had considerable funds and wanted to start a business or industry. Arrangements have been made with the senior Government to have these applications processed to the Provincial Government departments, with the idea that each province will have the opportunity of encouraging new types of business and industry to their area. A number of inquiries are coming from Americans, particularly from the south. These people with their skills and capital will help our growth in Alberta.

# **NEW INDUSTRIES, ADDITIONS TO INDUSTRIES, WAREHOUSES, NEW WAREHOUSES, AND MISCELLANEOUS BUSINESSES**

**1957**

Company	Location	Type of Business or Addition	Cost
Anthes-Imperial Ltd.	Calgary	Cast iron pipe	\$2,000,000
Alberta Honey Producers	Edmonton	New plant (replacement) <sup>3</sup> <sub>51</sub>	100,000
Ariel Davis Mfg. Co.	Lethbridge	Electrical equipment	50,000
Alberta Phoenix Tube & Pipe Mills Ltd.	Edmonton	Plant expansion	500,000
Albertan Publishing Co.	Calgary	Addition to plant	20,000
Alsto Distributors Ltd.	Calgary	Office and warehouse	100,000
Anglo-American Oil Co. Ltd.	Red Deer	Warehouse	34,000
Alberta Government Telephones	Edmonton	Addition to office building	650,000
Alberta Government Telephones	Camrose	Office building	240,000
Burns & Dutton Ltd.	Calgary	Office and warehouse	100,000
British American Oil Co. Ltd.	Edmonton	Addition to refinery	2,000,000
Bruce Robinson Electric Ltd.	Edmonton	New office and warehouse (replacement)	350,000
Bartell, Fred	Edmonton	Office and warehouse	80,000
Barrett Roofing Co. Ltd.	Edmonton	Office and warehouse	60,000
Beaver Lumber Co. Ltd.	Medicine Hat	New warehouse	23,000
Bethany Hospital	Camrose		230,000
	Edmonton	Office and Warehouse	60,000
Chinook Poultry Sales Ltd.	Calgary	Poultry products	85,000
Calgary Tent & Awning Ltd.	Calgary	Canvas products	20,000
Coca-Cola Co. Ltd.	Calgary	Beverages, new plant (replacement)	300,000
Calgary Structural Steel Ltd.	Calgary	Addition to plant	45,000
Calgary Brewing & Malting Co. Ltd.	Calgary	Addition to plant	47,000
Continental Emsco Ltd.	Calgary	Office and warehouse	75,000
Crystal Glass & Plastics Ltd.	Edmonton	Office and warehouse	55,000
Continental Rubber Ltd.	Edmonton	New plant, rubber products	200,000
Cockshutt Farm Implement Co. Ltd.	Calgary	Office and warehouse	119,000
Century Fox Films Ltd.	Calgary	Office and warehouse	42,000
Canadian Hydro Carbons Ltd.	Calgary	Office and warehouse	35,000
Credit Foncier Franco	Edmonton	New office building	500,000
Canadian Electronics Ltd.	Edmonton	New office and warehouse	120,000
Calgary Packers Ltd.	Calgary	Addition to plant	85,000
Carling's Brewery Ltd.	Red Deer	Addition to plant	98,500
Central Alberta Dairy Pool	Red Deer	Addition to plant	35,000
Canada Wire & Cable	Calgary	Office and warehouse	122,000
Coultry Construction Co. Ltd.	Calgary	Office and warehouse	195,000
Calgary Doctors Ltd.	Calgary	New office building	1,500,000
Canadian Pacific Railway Credit Union	Calgary	Office building	80,000
Calgary Power Ltd.	Calgary	Office and warehouse	100,000
Crosstown Investment Ltd.	Edmonton	Office building	80,000
Corn Block	Medicine Hat	Office building	40,000
Campbell Clinic	Lethbridge	Office building	130,000
Canadian Pacific Railways (Communications)	Red Deer	Office building	32,000
Canadian Seed Producers Ltd.	Lethbridge	Safflower, edible oils, new plant	2,000,000
Dominion Construction Co. Ltd.	Calgary	Office and warehouse	155,000
Derrick Building	Calgary	Office building	442,000
Dimes, M. T.	Edmonton	Store and office building	70,000
Dench of Canada	Edmonton	Cartage, office and warehouse	85,000



Company	Location	Type of Business or Addition	Cost
Engine Rebuilders Ltd.	Edmonton	New plant, engine repair	135,000
Engineered Buildings Ltd.	Calgary	New plant, pre-fab. buildings	90,000
Firestone Tire & Rubber Co. Ltd.	Calgary	Tire retreading	60,000
Franklin Serum Co. of Canada	Calgary	Office and warehouse	32,000
Government of Canada	Lethbridge	New post office	1,300,000
Government of Canada	Edmonton	Office building	560,000
Government of Canada	Calgary	Grain processing	55,000
Government of Canada	Camrose	Office and post office building	500,000
Government of Canada	Lethbridge	Addition to grain elevator	40,000
General Petroleums Ltd.	Calgary	Office and warehouse	200,000
Goodyear Tire & Rubber Co. Ltd.	Calgary	Warehouse	118,000
Gladstone Building	Edmonton	Office building	100,000
Gardiner Investments Ltd.	Edmonton	Office building	250,000
Graburn Investments Ltd.	Medicine Hat	Office building	68,000
Goliad Ltd.	Drayton Valley (Pembina)	Gas plant	8,000,000
Humphries Aluminum Windows	Edmonton	New plant	40,000
Horton Steel Works Ltd.	Lethbridge	Addition to plant	300,000
Horne & Pitfield	Edmonton	Office and warehouse	350,000
Hashman, Sam	Calgary	Office building	60,000
Imperial Oil Ltd.	Calgary	Renovations and additions to refinery	17,000,000
Industrial Realty Corp.	Calgary	Office and warehouse	85,000
Imperial Bank	Medicine Hat	New bank building	60,000
Janlin Investments Ltd.	Edmonton	Office and warehouse	85,000
Kruger Construction Co. Ltd.	Edmonton	Office and warehouse	70,000
Lethbridge Body Works Ltd.	Lethbridge	Addition to plant	30,000
Lee & Ferguson Investments	Red Deer	Office building	40,000
Links, Dr. H.	Edmonton	Office building	100,000
McColl-Frontenac Oil Co. Ltd.	Edmonton	Addition to refinery	4,000,000
M & R Controls Ltd.	Camrose	Warehouse (est.)	35,000
Midas Investments Ltd.	Calgary	Office building	104,000
Monarch Lumber Co. Ltd.	Edmonton	Office and warehouse	175,000
Mountain Minerals Ltd.	Lethbridge	Addition to warehouse	30,000
Northwest Nitro Chemicals Ltd.	Medicine Hat	Addition to plant	150,000
National Drug & Chemical Co. Ltd.	Calgary	Office and warehouse	200,000
Northwestern Utilities, Ltd.	Edmonton	Office building	6,000,000
New West Construction Co. Ltd.	Edmonton	Office and warehouse	166,000
Ogilvie Flour Mills. Ltd.	Calgary	Addition to plant	35,000
Oilwell Supply Co. Ltd.	Calgary	Office and warehouse	40,000
Pedlar People Ltd.	Edmonton	New plant (metal culverts)	100,000
Polychemical Industries Ltd.	Edmonton	Addition to plant	100,000
Provo Gas Ltd.	Consort	Gas plant	1,000,000
Reliance Ink Co. Ltd.	Calgary	New plant (battery acid)	20,000
Roadway Industries Ltd.	Edmonton	Addition to plant	65,000
Refinery Vessels & Maintenance Ltd.	Calgary	New plant (pressure vessels)	85,000
Royalite Oil Co. Ltd.	Red Deer	New warehouse	20,000
Rangeland Pipeline Co. Ltd.	Olds	Office and warehouse	50,000
Riverside Iron Works Ltd.	Calgary	Addition to plant	160,000
Shell Oil Co. Ltd.	Okotoks	Absorption plant (gas)	3,000,000
Sherritt Gordon Mines Ltd.	Fort Sask'wan	Addition to plant (est.)	200,000
Smith-J. Fyfe Co. Ltd.	Calgary	Office and warehouse	66,000
Simpsons-Sears Ltd.	Calgary	Office and warehouse	262,000

Company	Location	Type of Business or Addition	Cost
Sullivan Bros.	Calgary	Office building	80,000
Sick's Brewery Ltd.	Lethbridge	Addition to warehouse	35,000
Shell Oil Co. Ltd.	Lethbridge	Bulk warehouse	20,000
Taylor, Pearson & Carson Ltd.	Lethbridge	Office and warehouse	165,000
Truck Body Mfg. Co. Ltd.	Edmonton	New plant	80,000
Taber Co-op	Taber (Fincastle)	Seed cleaning plant	50,000
Trudeau Cleaners Ltd.	Edmonton	New plant (replacement)	225,000
Texaco Oil Co. Ltd.	Drayton Valley (Pembina)	Gas plant	1,500,000
Toronto-Dominion Bank	Medicine Hat	Office building and bank	85,000
Western Wire & Cable Co. Ltd.	Edmonton	Office and warehouse	300,000
West Abattoir	Grande Prairie	Meat packing plant (est.)	35,000
Woodland Dairy Ltd.	Edmonton	Addition to plant	190,000
Wainwright Producers & Refiners Ltd.	Wainwright	Addition to plant	110,000
Waterous Ltd.	Calgary	Office and warehouse	60,000
Waterous Ltd.	Edmonton	Office and warehouse (est.)	100,000
Wing Wong	Red Deer	Office building	40,000
Weatherford Oil Tool Co. Ltd.	Edmonton	Office and warehouse	100,000
Young & Haynes	Edmonton	Office and warehouse	65,000
Young Drilling Co.	Calgary	New warehouse	25,398
			<hr/>
			\$62,545,898

## ADVERTISING BRANCH

The office continued to function as a branch of the Publicity Bureau with many of the administrative details of the Bureau being handled by the Director of Advertising. During the year the main concern of the office was to provide a complete advertising service to all departments of the Government.

The various activities of the branch are reviewed as follows:

### ADVERTISING

The Advertising Branch was responsible for the administration, preparation, scheduling and handling of all forms of provincial advertising and promotion in various forms. Close to \$300,000 was spent in all methods of advertising, ranging from newspaper advertisements, radio and TV announcements to exhibits and displays at annual exhibitions and fairs.

The major advertising effort was the annual government services campaign. Alberta daily and weekly newspapers were selected to carry special advertisements, and a program of radio and television announcements were used for the first time. The program, approved by the Advisory Committee, was designed to stimulate interest in all phases of government administration and services. Coupon returns were quite heavy up to the end of the year, giving a good indication of reader interest. The campaign will run until March, 1958.

Industrial advertising in campaign form was approved and scheduled during the fall and winter of 1957-58. Appearing regularly in American trade and financial papers special advertisements invite enquiry into Alberta's industrial opportunities.

No major change was made in Travel Advertising and a summer promotional program was adopted for 1957 which had proven successful the year before. No additional magazines were added and coupon returns continued to be an effective means of proving publication readership. The winter program was most successful with an increase in enquiries being received. Major ski areas report a steady increase in local and out-of-the-province traffic.

A complete advertising service was provided for all departments of the government. Individual advertisements, legal and display, and special campaigns were prepared for many departments.

### EXHIBITS AND DISPLAYS

The major exhibition effort of the Advertising Branch was the Alberta display for the Chicagoland Fair at Navy Pier in Chicago from June 28 to July 14. Prepared to tell the story of Alberta travel, industrial and economic opportunities, the display was visited by over 500,000 people. The appearance of Princess Crowfoot, great grand-daughter of Chief Crowfoot, as an Alberta representative was a highlight of the fair. Princess Crowfoot made many radio and television appearances during her stay in Chicago and the resulting publicity greatly assisted in telling the story of Alberta.

A special Alberta products display was completed for the Industrial Development Board in Fort Macleod and display windows of the Calgary Travel and Information Bureau were re-designed.



The showcase in the rotunda of the Legislative Building was changed each month and special displays were arranged.

Alberta holiday attractions were shown in a special Travel Bureau display at the C.N.E., and the Royal Winter Fair. The advertising office worked closely with the Directors of Travel and Industrial Development to provide suitable and attractive exhibits at travel shows and exhibitions in Canada and the United States.

#### **ROAD SIGNS**

No new signs were erected in 1957, attention being given to the maintenance and relocating of several of the existing signs located at 39 locations in the province. Ten new signs are to be erected in 1958.

#### **MISCELLANEOUS**

A special program of recording the recollections of Alberta Pioneers and Old Timers was assigned to the Director in April. Well over 100 voices have been recorded during the year with the work to continue in 1958. Tape recorded interviews are made which later will be transferred to recordings and placed in the Provincial archives.

The director served on the following committees:

The Advisory Committee on Advertising.

The Auditorium Management.

The Industrial Development Board.

The director is chairman of the International Collegiate Ski Meet, an event which is held in Banff early in February. Canadian and American University Ski Teams compete in annual competition. He also assists with the running of the Interprovincial High School Meet staged annually in Jasper during February.

## **PUBLICATIONS BRANCH**

The scope of the activities of the Publications Branch of the Department of Economic Affairs has expanded materially during the past year as other departments of the government became aware of the specialized services available. The Publications Branch is responsible for:

1. Preparation and distribution of government news releases to all media;
2. Design, editing and publication of special publicity publications;
3. Writing and illustration of special articles on Alberta to meet special requests;
4. Providing assistance to news and feature media in their efforts to develop stories about Alberta;
5. The operation and administration of the Department of Economic Affairs' Clipping Service and Mailing Room .

### **REGULAR PUBLICATIONS**

The branch issued "Within Our Borders" twice monthly, to approximately 32,500 addressees.

Quarterly, the branch publishes for the Industrial Development Branch of this department the "Industrial Newsletter", which is mailed to a selected list. The Newsletter details and publicises in each issue one or more Alberta industries and prints a concise survey of an Alberta town, in a form that will be of value to potential Alberta industries.

The Publications Branch prepares and distributes news releases for all departments of the government. These are prepared either at the request of the department concerned, or at the suggestion of this branch with the concurrence of the department.

During the past year, 136 news releases were distributed to all media including daily, weekly newspapers, radio stations, television stations, and wire services, as well as to special publications particularly interested in that particular news release.

Wherever possible, these releases were accompanied by illustrative material, either in the form of pictures or mats, or engravings. Of special interest is the success of the use of the low cost, plastic, electronically prepared engravings. A machine to manufacture these was installed on a speculative basis last year and has proven its worth many times over.

The branch makes a point of maintaining a close and working liaison with press, radio and free lance writers, to assist them in desirable presentation of Alberta material.

### **SPECIAL PUBLICATIONS**

The branch is increasingly engaged in its specialized function of designing, preparing and publishing special material for all government departments. Within its own department, the branch has been active in the preparation of tourist literature for the Travel Bureau.

It has also undertaken the preparation of many specialized publications for other branches of the government. These publications include such representative items as:

A book for the Mines and Metallurgical Association of Alberta; a book for the Oil and Gas Conservation Board; a resources map for the Industrial Development Branch; a program for the opening of the Alberta Jubilee Auditoria; a descriptive folder for the Alberta Jubilee Auditoria; a folder for the Recreation Bureau of the Department of Economic Affairs; a series of publications for the Department of Public Health on the recruitment of nurses and nurses' aides; a poster and descriptive literature for the Department of Public Health on Child Safety program; a series of government menu covers for publicity purposes; as well as many other projects of a lesser nature.

A continuing program of publication of economic surveys of Alberta towns and villages, at the hometown print shops wherever possible, for the Industrial Development Branch, is meeting with considerable success.

#### **SPECIAL MASS MAILING**

The branch undertook the printing and distribution of folders to every household in Alberta on the regulations applying to the Oil and Gas Dividend Act.

#### **MISCELLANEOUS**

Unique was the story and photo coverage given the Royal Winter Fair at Toronto this year, conceived and directed by this branch. A writer and photographer attended the Fair, covering the activities of Albertans and their entries. Pictures for hometown newspapers and magazines were taken and distributed in the form of engravings. Film coverage for television use was also taken, and widely used on all Alberta stations. This coverage provided many columns of newspaper and magazine space, and many minutes of television time. It enabled Albertans to learn of the activities of other Albertans, as encouraged by their government departments.

#### **COMMITTEE WORK**

The Director of Publications has participated in many meetings during the year, and is a regular member of the Advisory Committee on Advertising, and the "Don't Drown" Water Safety Committee.

#### **OTHER SERVICES**

The branch prepares and keeps up to date biographical material and pictures of all government ministers, and government officials, for prompt distribution to the press.

The branch assisted 55 enquirers seeking technical information dealing with publicity and/or printing in the province.

Almost a score of messages and speeches were prepared by this branch for use in other departments.

Material is prepared for such publications as the Encyclopedica Americana, the Canadian Year Book, and others of a similar statistical or reference nature.

## **CLIPPING SERVICE**

The usual thorough and comprehensive service offered by the Clipping Bureau continued during the year. A staff of two scan and clip pertinent material for all departments of the government from more than 100 publications, received from within and without Alberta. The material is classified and after inspection by the department concerned, filed for future reference. More than 20,000 such individual news items were so treated during the past year.

Operation of the service continued as in previous years, with the exception it was moved to this branch for administration in November 1957.

## **MAILING ROOM**

A staff of three is annually processing thousands of pieces of literature for this department and others. The mailing room is equipped with two addressographs and an address label cutter. Filing cabinets contain 39,943 names and addresses. Addressings and mailings are handled regularly for the Department of Agriculture's Dairy Branch, Publications Branch, and Radio and Information Branch; the Civil Defense Organization; the Legislative Assembly; and the office of the Lieutenant Governor.



## PUBLIC RELATIONS OFFICE

During the year this office participated in a number of large conventions which were held in the Province of Alberta, and these conventions were both national and international in scope. In many instances government interest in these gatherings was indicated by extending hospitality in the form of a luncheon or dinner or by supplying cash grants to convention committees to assist in defraying incidental costs. On occasion, the Public Relations Officer was called upon to fulfil speaking assignments on behalf of the Government.

A very important phase of the Public Relations Officer's activities was the establishment and maintenance of a liaison with members of the press and radio, and to assist information media in the conduct of their work, wherever possible.

The province was visited on occasion by dignitaries from other countries and from other parts of Canada and it was the responsibility of this office to assist in welcoming these visitors to Alberta.

In addition, the Public Relations Officer was a member of the Jubilee Auditoria Management Committee and the Advisory Committee dealing with Government advertising. The latter committee was responsible for the carrying out of a very successful advertising campaign which was designed so that Albertans could become better acquainted with the functions and services of various departments of government. The distribution of informative literature and the answering of specific questions relative to the operation of Government departments was the responsibility of the Public Relations Officer and resulted in a very considerable increase in the volume of work in this section of the branch.

In addition to the foregoing activities, the Public Relations Officer took part in Government recognition of such athletic events as the Macdonald Brier Curlers and the Edmonton Eskimo Baseball Club that represented Canada in the Global World Series at Detroit.

The operation of the Government information telephone service is a function of the Public Relations Section that is steadily increasing in activity and is a very important part of the department's responsibility.

An indicated increase in convention activity within the Province points to a very active season in the coming year.

# **SOUTHERN AREA OFFICE**

## **FUNCTIONS (GENERAL)**

1. To assist in the implementation of Departmental policy in all matters affecting the southern half of the Province.
2. To carry out surveys and gather information as required by Branches from the southern area.
3. To act as contact point and Departmental representative in Southern Alberta.
4. To co-operate with and assist any Government agency in carrying on service to the public.

## **FUNCTIONS (SPECIFIC)** **IMMIGRATION**

- (a) To meet all immigrants from U.K. countries.
- (b) Assist immigrants in securing accommodation on arrival.
- (c) Make all necessary contacts and aid the immigrant in securing employment.
- (d) Advise and help where necessary, with the object of satisfactory settlement of immigrants as soon as possible.
- (e) Carry out surveys in all cities and towns collecting information on employment, housing, etc., with special reference to immigration.

## **CULTURAL ACTIVITIES**

- (a) To render all assistance of a stenographic nature, and administrative assistance to members of the various Boards and Committees organized for cultural development, as and when required.
- (b) To visit and report on all libraries in Southern Alberta, and to encourage formation of same wherever possible as requested by the Provincial Supervisor of Libraries.
- (c) To organize circuits for the display of Exhibits of Art in the Southern Area, and to supervise the operation thereof.
- (d) To encourage the formation of handicraft centres in Southern Alberta wherever possible.
- (e) To render service to all local cultural groups as required.

## **TRAVEL AND TOURISM**

- (a) To assist the Alberta Travel Bureau in the distribution of literature, maps, and other publicity on Alberta.
- (aa) To assist in the inspection of motels and auto camps relative to star grading.

(b) To hold in stock travel literature, road maps, guides, etc., as an economic measure.

(c) To service Information Bureaus, etc., in Southern Alberta.

#### **INDUSTRIAL DEVELOPMENT**

(a) To co-operate with the Director and other officials of the Industrial Development Board as requested in the Southern Area of the Province.

#### **PUBLICITY AND PUBLIC RELATIONS**

(a) To act as a contact point of the Department in Southern Alberta.

(b) To represent the Department and supervise functions, etc., as required.

#### **PERSONNEL**

(a) To assist the Director of Personnel by interviewing applicants for employment in the Government Service.

(b) To make recommendations to the Director of Personnel regarding filling of certain vacancies in Calgary and district when required.

#### **DETAILS OF VARIOUS OPERATIONS IN 1957**

1957 appeared to be a very active year for the Southern Area Office, and the following is a brief resume of the activities of the Branch.

**Auditoriums:** The early part of the year was quite active in preparation for the opening of the Southern Alberta Jubilee Auditorium. The Southern Area Supervisor was exceptionally busy as a member of the Auditoriums Management Committee during this period; he also acted as Master of Ceremonies on Dedication Sunday of the opening week. The office staff of the Southern Area Office also assisted at the Auditorium during the opening week.

Towards the latter part of the year the Supervisor assumed the duties of acting manager of the Southern Alberta Jubilee Auditorium pending the arrival of the new manager in January 1958.

**Personnel:** During the year 505 applications for civil service employment were received. All applicants were interviewed and 109 placements were made.

**Travel Bureau:** The layout and distribution of Travel Literature reached a new high during 1957. Approximately 5,000 agencies are now being used. 434,288 pieces of literature were distributed throughout Canada, United States, and other countries. Travel Information services showed a steady increase.

Star grading of motels and auto camps continued throughout the year in the Southern Area, and was completed as at January 31st.

**Cultural Activities:** Two art exhibits were sent out on tour, one in East Central Alberta, and the other in the southern part. Many complimentary letters are being received from patrons.

**Immigration:** Over 384 applications for immigration were received from Alberta House. All were screened and replies sent to London. Very few arrivals (approximately 100) were recorded, although it is assumed that many arrived but did not report to this office. Employment placement of immigrants was carried out where necessary.

**Film and Photographic Branch:** A fair demand for films was recorded and some special showings were made in Calgary and district, in addition to showings of Alberta Government films by Greyhound Lines Ltd. (Calgary representative) in Toronto, London and Windsor.

#### OFFICE RECEPTION, 1957

Miscellaneous—1,120	Cultural Activities—7
Employment—505	Edmonton Visitors—71
Public Relations—1,206	Immigration—99
Film and Photographic—25	T.I.S.—9
C.R.T.A.—135	Total Reception—3,177



# ALBERTA TRAVEL BUREAU

## GENERAL

Alberta's tourist traffic registered another encouraging increase in 1957, as compared to 1956, to set another all time record.

Information services to assist visiting motorists were expanded again by the addition of a mobile information office at Bonners Ferry, Idaho.

Distribution of literature in 1957 increased substantially over that of 1956. The increase was due to the fact that two booklets, one containing general information and another containing accommodation only were published in place of the holiday guide published previously. The increase in distribution was also due to the much larger demand for road maps, etc.

The star rating system for the classification of tourist accommodation operated throughout the province with marked success. The large majority of the operators not only accepted the system but co-operated heartily with the Travel Bureau in making it effective. The result was that accommodation standards in Alberta were raised most encouragingly.

The co-operative effort between the British Columbia Travel Bureau and the Alberta Travel Bureau was continued with good results, and, in addition to maintaining a field representative in the United States, involved participation in travel shows in San Francisco, Minneapolis, Spokane, Los Angeles, San Jose and San Diego.

The Travel Bureau conducted a tourist courtesy campaign throughout the province during May and June as its part of the program sponsored by the Canadian Tourist Association.

The bureau was represented by the Hon. A. R. Patrick, Minister of Economic Affairs, and Mr. R. R. Moore, Deputy Minister, at the Annual Meeting of the Canadian Tourist Association, and at the Federal-Provincial Tourist Conference in Ottawa. Mr. Moore and the director represented Alberta at a conference with B.C. government officials and attended the annual meeting of the Auto Courts and Resorts Association of B.C. in Vancouver in November.

While tourist accommodation throughout the province increased considerably during 1957, it did not increase in proportion to the demand in the national parks, with the result that the shortage of accommodation was again a serious problem during July and August in the national park regions. This situation was anticipated so the promotional efforts of the bureau were directed principally to increasing business in June and September—a policy which had brought good results in 1956, and which was again vindicated in 1957.

## TRANS-CANADA HIGHWAY

For the first season it might truly be said that the Trans-Canada Highway introduced a new trend into Alberta's visitor industry. All trunk highways in Albert having been paved, it was a fact that highway conditions outside of the province and in the national parks were the only cause for complaints from visiting motorists. Early in the season construction work on the road from Kingsgate to Cranbrook in B.C. discouraged many motorists from entering Canada via that route. This road was completed by the end of the season, and was in first rate condition, so that the influx of motorists via Kingsgate may be encouraged strenuously in 1958. The highway from

Radium to Eisenhower Junction was under construction and received unfavorable publicity through information offices, especially in the states of Idaho, Washington and Oregon. Construction on the highway from Lake Louise to Jasper, while it was extensive, did not produce the number of complaints which had been received in 1956.

The effect of the Trans-Canada Highway, especially through Manitoba, Saskatchewan and Alberta was to attract motorists from eastern Canada, and the eastern and midwestern States into Saskatchewan, and thence westward into the Canadian Rockies. This trend was born out by the reports of the Dominion Bureau of Statistics, which showed marked increases of permit vehicles and of Canadian cars returning to Canada at customs ports in Manitoba and Saskatchewan, while similar entries to Alberta decreased. Although the number of vehicle permits issued at Alberta entry points increased but slightly the registration of automobiles and passengers outside of Alberta at the national parks gates showed a marked increase, which proves conclusively that these visitors had entered western Canada through Manitoba or Saskatchewan ports of entry.

### **CAMPING FACILITIES**

The increasing trend towards the use of campgrounds and picnic sites continued. Motorists who preferred to camp complained that there were not sufficient camp sites throughout the prairie provinces and, sometimes, complained that they found it difficult to obtain camping space in the national parks. They were most appreciative of the picnic sites which had been made available along principal highways in Alberta.



A typical roadside camping spot in Alberta with shelter containing picnic tables, fireplace and other facilities.

No marked increase in the number of trailers used by tourists was registered in Alberta, outside of the national parks, but national parks officials reported that the demand had greatly increased in those areas, especially in Banff and Jasper. There is an increased demand for trailer parks adjacent to cities and along the park-to-park highways. This is especially noted in places like Brooks, Grande Prairie and Peace River, which attract large numbers of bird hunters during the fall season.

Sportsmen from outside the province have shown increased interest in big game as well as in bird hunting in Alberta, and the policy of the Department of Lands and Forests, in stocking prairie lakes with trout, has been responsible for holding visiting anglers in Alberta for longer periods than they might otherwise have stayed.

## **VOLUME AND VALUE**

Statistics on the volume and value of Alberta's tourist industry are based upon the actual count of visitors passing through the national parks gates and through customs ports of entry on the Alberta border, together with reports from rail, bus and airlines. The value of the industry is based upon the reports of visitors to customs officials when they are leaving the province, by confidential information supplied by motel operators, retail merchants and others, and by the Dominion Bureau of Statistics. No records are available of the volume of traffic that enters Alberta through the Crowsnest Pass, by way of the Alaska Highway, or by roads through Saskatchewan. Furthermore, rail unloadings are based only on approximate unloadings in the national parks during the summer season. It is an admitted fact therefore that the Alberta Travel Bureau's figures on the volume and value of Alberta's tourist traffic can be nothing more than a gauge from year to year. The base upon which the calculations are made has been applied during the past twenty years and was devised in the first place to be extremely conservative. During the past five years, through the co-operation of parks and customs officials, motel operators, retailers, railway, bus and airline officials, it has been possible to obtain much more accurate figures than were previously available. The statistics for the current year, even on the base used, must remain as an estimate because the final compilation by the Dominion Bureau of Statistics is seldom available before June of the following year.

With these facts in mind, the compilation of the figures for 1956 and 1957 show that in 1956, 1,844,801 visitors who registered at customs ports or national parks gates, or were reported by rail, bus or air lines spent an estimated \$56,429,388 in Alberta, and that during 1957 an estimated 2,095,973 visitors spent an estimated \$61,869,829. (Registrations at Elk Island Park are not included in these calculations because the traffic there is almost wholly local.)

Reliable reports from Jasper indicate that there was an approximate increase of 15% in the cash turnover there in 1957 as compared to 1956. The number of visitors registering at Jasper Park gates showed an increase of about 22% over 1956.

Registration at the Banff National Park gate showed an increase of about 16%, but the business trend in Banff was varied. The general



consensus was that business was down slightly, with sales of high grade merchandise less than the previous year, but with an increase in novelties and cheaper merchandise.

Registrations at Waterton National Park showed an increase of about 23%. The Dominion Bureau of Statistics reported an increase of 1.9% in the number of travellers' vehicle permits issued to foreign vehicles at Alberta entry points during the first ten months of 1957 as compared to the same period in 1956, but there was a decrease in the number of Canadian cars returning to Canada through Alberta points. This means that fewer cars from other Canadian provinces came to Alberta by way of United States highways. This indicates that more cars from other Canadian provinces entered Alberta by way of the Trans-Canada Highway. It should be noted here that there was a marked trend also towards the use of the Trans-Canada Highway and Saskatchewan roads westward to Edmonton by way of Saskatoon, especially for persons en route to Alaska.

### **INFORMATION SERVICES**

The main office of the Alberta Travel Bureau received 29,595 requests by direct mail for literature and information from prospective visitors, and also sent out approximately 5,000 additional letters either to follow up information requests or to deal with other Travel Bureau matters. This office distributed more than 788,800 pieces of travel literature, including 134,956 Alberta road maps, 125,740 travel folders, 52,342 ABC maps, 73,725 invitation cards, 58,107 information picture books, 75,686 accommodation booklets, 6,416 "This is Alberta" booklets, 892 ski booklets, 5,000 "Winter Sports in Alberta", and various copies of hunting and fishing regulations. As well as our own literature we distributed information and folders on the national parks and other publications of the Canadian Government Travel Bureau. The total number of pieces of literature distributed in 1956 was 747,811. As in previous years the Calgary office which has space for storage and bulk, shipped virtually all bulk shipments. Distribution from Calgary accounted for more than 400,000 pieces of literature which are included in the above totals, and which were shipped to more than 1,100 Chambers of Commerce, information bureaus, motor associations and other travel outlets throughout the United States and the other provinces of Canada.

### **ACCOMMODATION**

In 1957, 246 motels provided 2,628 rental units as compared with 242 motels in 1956 which provided 2,215 units. Although the total shows an increase of only four motels the actual number was larger because several motels that operated low grade accommodation went out of business. In 1957 the star grading system was fully in effect. Under the old system in 1956 there were 1,291 class A units. Under the star rating system in 1957, 370 of these units were down-graded, leaving a total of 920 units which were given a 4-Star rating. Under the old system there were 215 units class B. A considerable number of these were improved by the operators so that, in 1957 there were 698 3-Star units. Of the remaining classifications in 1957 there were 198 2-Star, 511 1-Star and 300 0-Star units. All new motel construction in 1957 was planned for the higher rating categories and most of the units rated 4-Stars although a considerable number



rated 3-Stars because many operators find that it pays to have at least two standards of accommodation available for motorists. The construction of 2-Star units is discouraged except in places where modern facilities are not available. It should be noted that, before the new star rating system was put into effect, conferences were held with representatives of the Alberta Motel and Resort Association who were taken into the confidence of the Travel Bureau in respect to details. Even instructions to inspectors were discussed openly. In fact, many suggestions made by the operators were incorporated in the instructions. After the system had been in effect for a year another conference was arranged between members of the Motor Court Association and the government. Details of the formula and also of the instructions to inspectors were fully discussed. Following this conference both the representatives of the government and of the operators were in unanimous accord on the decisions reached and the changes made.

A new ministerial order regulating the construction and operation of tourist accommodation was presented in November 1957 and has been published for distribution to operators and all others interested.

#### **ADVERTISING AND PUBLICITY**

As in previous years the advertising branch of the department placed advertising in leading newspapers and magazines in the United States and other Canadian provinces to promote tourist travel to Alberta, especially during the spring and fall season. Concentration was placed on these seasons rather than July and August which are the peak travel months. During April and May, magazines such as National Geographic, Fortnight, Sunset, Westways, U.S. Camera, Motorland, and newspapers in Seattle, San Francisco, Los Angeles and Minneapolis were used to encourage travel to Alberta during June. The same publications were used in July and August to encourage visitors in September and October.

During December, January, February and March, Ski Magazine, as well as Sunset, Red Book and newspapers in Spokane, Regina, Saskatoon and Winnipeg were used to encourage skiers to come to Alberta during January, February and March.

Publicity articles, including photographs, were released to writers, magazines and special editions of newspapers, and material was especially prepared either to replace or to bring up to date articles published in leading encyclopedia, motor association publications, etc. Billboards are used in five locations in the Pacific Northwest States.

The Tourist Courtesy Campaign was conducted again in 1957, during May and June. This is part of the program sponsored by the Canadian Tourist Association to encourage Canadians from coast to coast to improve standards of courtesy and service to visitors. The Alberta campaign employed advertising in all the daily, and in a selected list of weekly newspapers and in all radio stations. Both press and radio co-operated with the Travel Bureau in making this campaign a success. The newspapers ran special releases and articles from the Publications Branch, and radio stations conducted interviews, and, in some cases, arranged special broadcasts in connection with the activities of Junior Chambers of Commerce, branches of the Motor Association, and others, to impress the public with the importance of the

tourist industry not only from the economic standpoint but also as a builder of good public relations and understanding.

## **TRAVEL SHOWS**

Information booths were operated in co-operation with the B.C. Travel Bureau at San Francisco, Spokane, Minneapolis, and Los Angeles during 1957. Under this co-operative arrangement the Alberta Travel Bureau and the British Columbia Travel Bureau share the expenses equally. Attendance at the San Francisco Sports and Boat Show totalled more than 210,000. Attendance at the Spokane Sport Show totalled about 90,000. The Los Angeles Sportsman and Vacation Show drew about 250,000 admissions, and the attendance at the Minneapolis Sports, Travel and Boat Show totalled approximately 100,000. These attendance figures are based on paid admissions. In addition to these major efforts, the Alberta Travel Bureau and the British Columbia Travel Bureau were represented by displays at the San Jose and Hillside Boat and Vacation Show which had an attendance of about 75,000 and at the San Diego County Fair, with an attendance of more than 200,000. The information booths at these shows were staffed by personnel who are fully competent and well qualified to advise prospective visitors how to reach Alberta and what to see and do while here. Large quantities of literature were distributed. In hundreds of cases the attendants at the booths outlined routes to follow, explained highway conditions, accommodation facilities and answered innumerable questions about fishing, exploring, making motion picture and still photographs, crossing the border, the kind of clothing to bring, and so forth, to mention only a few of the questions asked.

The Alberta Travel Bureau also participated in Chicagoland Exhibition, and in the Avenue of Provinces at the Canadian Exhibition in Toronto, and had a display at the Royal Winter Fair. This display booth became the headquarters for Albertans who were exhibiting entries at the fair, and also for the Department of Agriculture representatives for all of whom it provided a convenient place of meeting.

Participation in all these endeavors has brought tangible beneficial results. Many visitors to Alberta say they decided to visit this province after discussing their holiday plans with our representatives. The Travel Show provides an excellent method of making personal contacts with prospective visitors. It is interesting to note that the coupon literature distributed at the travel shows in 1957 brought more direct enquiries by mail to the Travel Bureau than all the advertising in all magazines and newspapers during the same period. While this comparison seems to cast a reflection on advertising, such is not intended, because results from our advertising in 1957 continued to bring in an increasing number of enquiries which again fully warranted the continued use of magazines, newspapers and radio for advertising and publicity purposes.

Television also played its part in Alberta's promotion program. Travel films were distributed by the photographic branch through the National Film Board of Canada, to television stations in the United States and other provinces of Canada with very effective results. Details of this distribution will be found in the report of the Director of the Photographic Branch.

## **INFORMATION BUREAUS**

The Tourist Information Bureau operated at Fort Macleod, in co-operation with the Canadian Rockies Tourist Association, was open from April

16 to December 10. A total of 53,818 visitors registered, an increase of 958 compared to 1956. Of these 26,096 came from the United States, 13,343 from other provinces, 14,056 from Alberta and 323 from foreign countries. Teletype reservation service was operated from the Fort Macleod Bureau with connections at Waterton Lakes, Banff, Jasper, Edmonton and Calgary. Deposits on reservations were taken and a total of \$10,576.50 was collected, an increase of \$887.90 over the previous year. Deposits are sent each day to the motel operators at which reservations have been made. This system involves considerable work for the staff at the Fort Macleod Bureau.

A mobile information office was operated at St. Mary's Junction, Montana, from June 15th until September 2nd. A total of 12,018 visitors registered there. Teletype reservations taken at this branch were passed on through Fort Macleod.

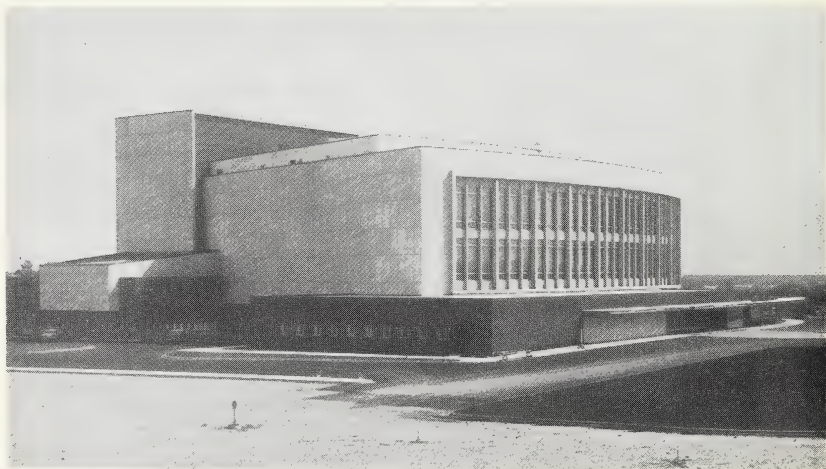
A new mobile information unit was operated for the first time at Deep Creek, south of Bonners Ferry, Idaho, and 10,800 visitors registered. Teletype reservation service was not operated here. The unit at St. Mary's was staffed by two men paid by the Rocky Mountain Tourist Association. The unit at Deep Creek was staffed by two men paid by the Alberta Travel Bureau.

# NORTHERN AND SOUTHERN ALBERTA JUBILEE AUDITORIUMS

April 28, 1957, saw the opening of Alberta's two monumental Auditoriums erected in the cities of Calgary and Edmonton by the Government of the Province of Alberta, as part of the Golden Anniversary Celebrations, to be lasting memorials to the 50 years of development and to those pioneers who had made that progress possible.

The months preceding the completion of these buildings were filled with constant activity on the part of the Auditoriums Management Committee in organizing the administrative details, employing staff, and making arrangements for the Dedication Week entertainment. This Committee also took an active part in preparations for the Acoustical Test Concert, organized by the Department of Public Works, to which leading experts in the acoustical and musical field of this continent had been invited.

Dedication celebrations extended a full week in each city with a different program each day, locally produced under the overall supervision of the Auditoriums Management Committee. In Calgary these productions were undertaken by the Calgary Allied Arts Council, Mr. A. F. Key, Chairman, and in Edmonton by the Edmonton Allied Arts Council, Chairman, Mr. Richard S. Eaton. Talent was recruited from all branches of the arts in both cities to produce symphony, choral, dramatic, classical, ballet and folk performances. In addition, displays of crafts and visual arts graced the exhibit areas. To supplement these programs the following guest artists were invited as participants: Betty Jean Hagen, New York; Carola Goya and Matteo, New York; Jack Carson, Hollywood; Connie Towers, Hollywood; Weire Brothers, Hollywood; David and Lois Smith, Toronto; Karl Norman, Vancouver. Attendance and support by the public was gratifying to all those who had put so much time and effort into these ambitious undertakings.



One of the twin Jubilee Auditoriums, at Edmonton and Calgary, which make possible presentation of outstanding stage presentations to Albertans.



## ADMINISTRATION

The Auditoriums Management Committee originally appointed in January, 1956, for the purpose of establishing the preliminary organization and conducting the dedication services completed their work in December of this year and dissolved after 33 meetings. A new Auditoriums Management Committee was therefore appointed by Order-in-Council on December 23, 1957, to consist of Ralph R. Moore, Deputy Minister of Economic Affairs, as Chairman; David B. Barr, Assistant Provincial Auditor, and John E. Hart, Q.C., Assistant Attorney General. Under this Committee Mr. J. Evan Plewes will continue as Manager of the Northern Alberta Jubilee Auditorium in Edmonton. Mr. Roy M. Aikenhead will replace Mr. John Panrucker as Manager of the Southern Alberta Jubilee Auditorium in Calgary, beginning his duties January 1, 1958.

## STAFF

The operating staff of the Southern Alberta Jubilee Auditorium in Calgary consists of one manager, one secretary, one front-of-house supervisor and four stage crew. The former manager, Mr. John Panrucker, resigned to take another position on November 31, 1957, and has been replaced by Mr. R. M. Aikenhead. The Northern Alberta Jubilee Auditorium carries the same staff complement and is under the management of Mr. J. E. Plewes. All caretaking and maintenance work in both Auditoriums is done by the Department of Public Works under the direction of the respective Auditorium Managers.

## USE OF FACILITIES

Following the opening of the Auditoriums their facilities have been made available to all reputable organizations, with no restrictions as to race, color or creed. Interest and response have been steadily increasing as the public have become aware of the conveniences and adaptability of the buildings for small as well as for large events. Among the outstanding occasions of the year was the holding of the Dominion Drama Festival in Edmonton, May 20-26, during which eight dramatic companies from across Canada competed for the Calvert Trophy.

## NUMBER OF PERFORMANCES

(Morning, Afternoon and Evening Periods)

### CALGARY

#### THEATRE—125 Periods

Amateur Productions and Plays .....	22	Ballet .....	5
Music Festivals .....	11	Band Concerts .....	4
Conventions .....	11	Opera .....	3
Film Shows .....	10	Graduation Exercises .....	3
Religious Meetings .....	9	Celebrity Recitals .....	2
Public Meetings .....	6	Fashion Shows .....	2
Variety Shows .....	6	Musical Comedies .....	1
Orchestral Concerts .....	6	Others .....	4
Choral Concerts .....	5	Rehearsals on Stage .....	15

#### SOCIAL ROOM—115 Periods

Trade Meetings or Shows .....	26	Staff and Christmas Parties .....	5
Art Displays .....	21	Catering Functions .....	5
Music Festivals .....	15	Dances .....	3
Religious .....	13	School Displays and Award Presentations .....	3
Public Meetings and Lectures .....	12	Government Meetings .....	3
Conventions and Conferences .....	7	Concerts .....	2

**ASSEMBLY ROOM—60 Periods**

Trade Meetings or Shows .....	18	Religious Meetings .....	3
Art Displays .....	21	Music Festivals .....	3
Conventions and Conferences .....	6	Christmas Parties .....	1
Public Meetings and Lectures .....	5	Catering Functions .....	3

**BANQUET ROOM—68 Periods**

Trade Meetings or Shows .....	21	Catering Functions .....	8
Art Displays .....	21	Dances .....	2
Conventions and Conferences .....	8	Christmas Parties .....	1
Religious Meetings .....	6	Meetings and Lectures .....	1

**CLUB ROOM—93 Periods**

Trade Meetings or Shows .....	28	Tuxis Boys Parliament .....	6
Art Displays .....	21	School Displays, Recitals, etc. ....	4
Meetings and Lectures .....	13	Christmas Parties .....	3
Music Festivals .....	9	Religious Meetings .....	1
Conventions and Conferences .....	7	Government Meetings .....	1

**REHEARSAL ROOM—22 Periods**

Music Festivals .....	9	Rehearsals .....	12
Religious Meetings .....	1		

**EXHIBITION AREA—88 Periods**

Art Displays .....	57	Flower Shows .....	6
Trade Shows .....	21	Food Fairs .....	4

**EDMONTON****THEATRE—122 Periods**

Plays .....	12	University of Alberta Activities .....	3
Variety Shows .....	15	Meetings .....	5
Operas .....	9	Commercial Organizations .....	1
Ballets .....	3	Lectures .....	1
Political Meetings .....	1	Fashion Shows .....	4
Church Activities .....	13	Films .....	4
Choral and Choir Programmes .....	7	Concerts .....	4
Symphony Concerts .....	3	Rehearsals on Stage .....	37

**SOCIAL ROOM—35 Periods**

Meetings .....	4	University Activities .....	1
Luncheons .....	1	Recitals .....	3
Dinners .....	11	Lectures .....	3
Dances .....	5	Church Activities .....	3
Shows .....	2	Films .....	1
Commercial Organizations .....	1		

**ASSEMBLY ROOM—62 Periods**

Meetings .....	24	University of Alberta Activities .....	4
Commercial Organizations .....	16	Teas .....	1
Conventions .....	4	Films .....	1
University of Alberta Schools .....	5	Government Activities .....	6
Lectures .....	1		

**BANQUET ROOM—38 Periods**

Luncheons .....	9	Meetings .....	6
Dinners .....	5	University of Alberta .....	1
Teas .....	11	Government Activities .....	6

**CLUB ROOM—75 Periods**

Meetings .....	15	Political Meetings .....	1
Recitals .....	2	University of Alberta Schools .....	20
Commercial Organizations .....	17	Dinners .....	3
Teas .....	3	Government Activities .....	6
Church Activities .....	7	Entertainment .....	1

**REHEARSAL ROOM—26 Periods**

Symphony and Dramatic Rehearsals .....	26
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**EXHIBITION AREA—140 Periods**

Conference Banquets .....	2	Conventions .....	15
Painting Exhibits .....	80	Church Banquets .....	3
Exhibit (Shakespeare Portfolios) .....	40		

**NUMBERS ATTENDING PERFORMANCES****CALGARY**

Social Room .....	115	functions	attendance	34,500
Assembly Room .....	60	"	"	4,500
Banquet Room .....	68	"	"	6,800
Club Room .....	93	"	"	9,300
Rehearsal Room .....	10	"	"	1,000
Theatre .....	110	"	"	116,000
Total .....				172,100

**EDMONTON**

Social Room .....	35	functions	attendance	10,500
Assembly Room .....	62	"	"	4,650
Banquet Room .....	38	"	"	3,800
Club Room .....	75	"	"	7,500
Rehearsal Room .....	26	"	"	1,560
Theatre .....	122	"	"	117,500
Total .....				145,510

**CATERING SERVICES****CALGARY****13,252 People Served**

Dinners .....	8,375
Lunches .....	1,515
Light Refreshments, Canapes, etc. ....	3,362
Total .....	13,252

**EDMONTON****4,075 People Served**

Dinners .....	2,200
Luncheons .....	1,275
Teas .....	600
Total .....	4,075

**VISITORS**

The Auditoriums in both cities have been points of interest to tourists from many other countries as well as to residents of the Province. The buildings have been kept open daily with guides provided to conduct tours for out-of-town visitors, clubs, school children and other groups. Sunday registrations have been averaging around 500 people.

Calgary visitors .....	27,246	Edmonton visitors .....	31,079
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# **APPENDIX**

## **REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA FOR THE YEAR 1957**

The Honourable A. R. Patrick,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1957.

Respectfully submitted,  
EDITH H. GOSTICK, Secretary.  
MORDEN H. LONG, Chairman.

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### **MEMBERS OF THE GEOGRAPHIC BOARD OF ALBERTA, 1957**

Professor Morden H. Long, M.A., F.R.S.C., Chairman.  
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.  
Mr. John H. Holloway, M.Sc.  
Mr. Duncan R. Innes, M.A.  
Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys.

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### **NATURE OF THE BOARD'S DUTIES**

The duties of the Geographic Board of Alberta were fully described in its Annual Report for the year 1951. In 1952 The Geographical Names Act was reworded by the Statutes Revision Committee but, as no material change was made, only a brief recapitulation of the Board's functions seems necessary in this report. They include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with and advice to governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. The following is a short account of the Board's performance of these duties during the year 1957.

### **THE GAZETTEER OF ALBERTA**

The need for a comprehensive and authoritative gazetteer of Canada has long been felt both by the general public and by specialists in various fields. To meet this need in 1949 the Geographic Board of Canada, now the Canadian Board on Geographical Names, planned the publication of a multiple volume work, the successive volumes of which would be devoted to the nomenclature of physical features in the various provinces of the Dominion. Pursuant to this plan gazetteers have since been published for South Western Ontario, British Columbia, Manitoba and New Brunswick, and during 1956 and 1957 active preparations have been under way for the publication of a similar volume for the province of Alberta. In the case



of each volume this work has involved consultation with the authorities of the province concerned and collaboration in the project of a gazetteer for Alberta has been the main preoccupation of the Board during the current years. This has involved an extensive correspondence with the Canadian Board on Geographical Names and much checking of listed names with officials of the Provincial Government, postal and municipal authorities and engineers on field work in various parts of the province. In this connection the Board wishes to express its special indebtedness to Mr. C. W. Lester, Director of Surveys; Mr. H. Soley, Director of the Technical Division of the Department of Lands and Forests; Mr. J. H. Holloway, formerly Director of Surveys; Mr. G. M. Beaton, District Director of Postal Services; and Mr. B. J. Prest of the Surveys Branch of the Department of Highways. As noted in the Report of the Board for 1956 Mr. Prest has been able to devote his time fully to this work and the faithfulness and skill with which it has been done are greatly appreciated. The task of compilation is now practically completed, the final editing is in the hands of the Canadian Board on Geographical Names. Publication is expected sometime during 1958, and it is hoped that the volume will be interesting and useful to all who are concerned with Place Names in Alberta.

#### **REVISION OF THE "PLACE NAMES OF ALBERTA"**

Because of considerations of both cost and urgency of publication it has proved impossible to include in the forthcoming Gazetteer of Alberta details regarding the origin and meaning of names and other information of historical interest. This omission is to be regretted but it is the hope of the Alberta Board that it may be repaired later by the publication of a revised edition of the booklet, "Place Names of Alberta". The Secretary of the Board, Mrs. E. H. Gostick, has for some time been accumulating the materials for such a revision.

#### **THE ANNUAL MEETING OF THE CANADIAN BOARD ON GEOGRAPHICAL NAMES**

As noted in earlier reports of the Board, great importance is attached to the Province being represented at the annual meeting in Ottawa of the Canadian Board on Geographical Names. This year Mr. J. H. Holloway was able to attend the meeting on behalf of the Board. The nature of the work of the Canadian Board and the desirability of regular representation of the Alberta Board at its annual meeting are apparent in the following extracts from the report of its proceedings submitted by Mr. Holloway.

In company with Mr. C. W. Lester, who was also in Ottawa on other business, I attended the annual meeting of the Canadian Board on Geographical Names which was held during the afternoon of February 5th, 1957.

The Provinces of New Brunswick, Ontario, Manitoba, Saskatchewan and British Columbia were also represented at the meeting, and nine Ottawa members of the Board were present. Col. C. H. Smith was in the chair.

One of the main objects of the annual meeting is to provide an opportunity for the provinces to express their views, generally more fully than can be done by correspondence, on questions pertaining to the application of geographical names. On this occasion there were some lively and interesting discussions and a number of differences of opinion were aired, all in a most friendly and co-operative spirit.

Unlike past occasions, when such questions as the proper spelling of Athabasca and the naming of a feature in honor of Sir Winston Churchill were taken up, the matters arising at this meeting that were of direct interest to Alberta were relatively uncontroversial.

One of them, which had been discussed at previous annual meetings and that seems to present continuing difficulty, was with reference to the perpetuation of the names of abandoned settlements. The specific example cited at this meeting was the old settlement of Braeburn in the Yukon Territory of which nothing now remains. It was pointed out that if this place continues to appear on published maps, the maps would be misleading to people unfamiliar with the locality, and the consequences could conceivably be serious as, for example, in the case of refugees from a crashed aircraft seeking succour there on the assumption that it is still inhabited. On the other hand, Braeburn has some historical interest and by reason of its location on the Whitehorse-Dawson trail, it may become reinhabited at some future time. The preservation of the names of such places is also useful to people frequenting the locality or referring to it in writing or otherwise.

This problem is of concern to Alberta inasmuch as there are throughout the province innumerable places, principally country post offices, which have been officially named and shown on maps but are now abandoned or inoperative. If these names were all to be perpetuated on future map sheets the sheets for some areas would become seriously cluttered up with names that have no current application and little or no historical significance and would create much confusion in the minds of tourists and other strangers in the land.

The decisions resulting from the discussion of this matter at the Annual Meeting were:

- (a) that the Canadian Board would maintain a record of all such names and would include them in the provincial gazetteers with an appropriate notation to show that they refer to places no longer existing;
- (b) that such names would be shown on maps of the larger scales with an appropriate notation or symbol to indicate abandonment;
- (c) that such names would only appear on small-scale maps when the sheet is the only or the first published map of the area in which the site appears.

I am inclined to think that the practice envisaged by decisions (b) and (c) is probably too far reaching and I can foresee some problems that are likely to arise in its application. For instance, if the site of a country post office is changed four or five times within an area of a few square miles over the course of a period of years, are all the abandoned sites as well as the currently occupied site to be shown on the map sheet of the area? It seems to me that a file record and perhaps a gazetteer entry in such cases would take care of the situation and that the map sheets should show only abandoned sites of historical interest or locational value. The test of future experience will no doubt show whether or not the above mentioned decisions need to be reconsidered.

Another matter discussed at the meeting that was of some concern to our Board related to the practice of the Army map-making authorities of inventing names for relatively insignificant topographic features for inclusion on large-scale sheets of camp areas such as that near Wainwright. An example is "Stewart Depression", designating a normally inconspicuous dip in the ground which, however, would presumably be a feature of some significance in connection with artillery fire or other military operations. It is generally conceded that the meaning or designation of such features on map sheets intended primarily for military use is necessary, but there is some difference of opinion as to whether they should be included in a gazetteer designed for general public consumption. The conclusions of the

meeting were that the gazetteers should include all names appearing on published maps and that the inclusion of these names would cause no harm inasmuch as the areas in which they occur are in any case restricted from access by the general public.

The Board approved the name "Drinnan" under which a new village comprising the old hamlet of Hinton and the new townsite of "East Hinton" had been established by the Alberta Department of Municipal Affairs. As a result of local representations this name has since been changed to "Hinton".

A number of other questions of local concern to some of the other provincial representatives were considered, and the routine approval of names for map sheets currently in production was dealt with. The meeting adjourned at 5:45 p.m.

## SPECIAL NAMES

### Willingdon Hill

Proposed by Army Survey for hill on Calgary Map.

Named in honor of the late Governor General of Canada, Viscount Willingdon.

Adopted November 1957.

### Mount McGillivray

Proposed by the Alberta Society of Petroleum Geologists.

Named in honor of Duncan McGillivray, the wintering partner of the Northwest Company in the Saskatchewan District. He established the trading post of Rocky Mountain House in 1799 near the town of the same name.

In 1801 McGillivray went overland from Rocky Mountain House to the Bow, up the Kananaskis and over the Spray, through White Man Pass to the Kootenay and then down the Rocky Mountain Trench to Boat Encampment, then back across Athabasca Pass, and down the Whirlpool and up the Brazeau.

McGillivray was the first white man to use the Athabasca Pass.

Adopted April 1957.

### Koney Island

This name, on the Cooking Lake Sheet, has been used locally for some time. It is a small island in Cooking Lake.

Officially adopted in August 1957.

## OTHER NAMES

National Topographic Sheet Map Number		National Topographic Sheet Map Number	
BROOK		CANYON	
Bauerman .....	0295	Narrow .....	1153
Clear .....	4466	Turbine .....	2501
Forbes .....	2741		
Lineham .....	0295	COULEE	
Lone .....	0295	Long .....	4466
Maude .....	2501	Pine .....	4466
Rowe .....	0295	Wolf .....	4194

## CREEK

Allenby .....	2501
Alpland .....	2741
Aster .....	2501
Bald Mountain .....	1847
Bear .....	4375
Birdwood .....	0703
Bishop .....	2501
Burstall .....	0703
Calahoo .....	1847
Campbell .....	1847
Cataract .....	1153
Clearwater .....	4580
Cote .....	2493
Coral .....	1153
Cow .....	3169
Currie .....	0703
Delta .....	2741
Dog .....	1153
Fetherstonhaugh .....	2493
Foch .....	0703
Fox .....	0703, 2501
French .....	0703
Gold .....	1847
Grey Owl .....	4321
Hanlan .....	2493
Hardscrabble .....	2493
Jackpine .....	2493
King .....	2501
Kuntz .....	4466
Kvass .....	2493
Lamont .....	4569
Lane .....	4466
Leval .....	2501
Little Pipestone .....	2741
Little Sundance .....	2493
Loomis .....	2501
Macdonald .....	3177
McLean .....	4067
Martin .....	1153, 2741
Mercer .....	2501
Molar .....	2741
Moose .....	0676, 2493
Muir .....	2501
Murchison .....	2741
Newton .....	4275
North Isaac .....	2141
North Prairie .....	3169
Nosehill .....	2493
Odium .....	2501
Owl .....	2501
Pauline .....	2493
Pinto .....	1847
Forcupine .....	2741
Rambling .....	2011
Rapids .....	2501
Roaring .....	2741
Rodney .....	2493
Route .....	1847
Sarrail .....	2501
Silvestre .....	1847
Snake .....	4466
South Isaac .....	2141
Springhill .....	4466
Square .....	2011
Steep .....	1847
Stony .....	1847

Sweeney .....	4067
Three Isle .....	2501
Turbulent .....	0703
Warre .....	0703
White Man .....	0703
Whiskey .....	2557
Wilson .....	1847

## GLACIER

Barbette .....	2741
Capricorn .....	2741
Crowfoot .....	2741
Delta .....	2741
East .....	2741
Hector .....	2741
Mangin .....	2501
Molar .....	2741
Niverville .....	2741
North .....	2741
South .....	2741
Southeast Lyell .....	2741
Spreading .....	2741
Vulture .....	2741
Waputik .....	2741
West .....	2741

## HAMLET

Itaska Beach .....	4610
Mission Beach .....	4610
Sandholm Beach .....	4610
Sundance Beach .....	4610

## HILL

Eagle .....	4466
Jackpine (Hills) .....	1153
Maple Leaf (Sitook-Spagkway) .....	4466
The Snakes Head .....	3169

## ICEFIELD

Wapta .....	2741
Waputik .....	2741

## ISLAND

Archer .....	4569
Big .....	4573
Crane .....	4569
Cressy .....	2501
Elk .....	4569
Grassy .....	4466
Hawke .....	2501
High .....	4569
Hogue .....	2501
Johnson .....	4466
Lamont .....	4569
Long .....	4569
Pegasus .....	2501
Willow .....	4466
Woodpecker .....	3171

## LAKE

Adamson .....	4569
Aster .....	2501
Bailey (Lakes) .....	4569
Belgium .....	2501



National Topographic Sheet  
Map Number

Birch	2837
Blizzard	4466
British	2011
Burstall (Lakes)	2501
Caldron	2741
Canon	4466
Capricorn	2741
Clear	4466
Clearwater	2741
Crocodile	4466
Cub (Lakes)	2011
Dalemead	4466
Driftwood	2011
Fickle	2493
Fifteen	4610
Frank	4466
(Lake) Gloria	2501
Goose	4569
Hidden	0703
Horse	2837
Hoselaw	3530
Island	0676
Jerome	3530
Karr	1847
Landry	3530
Lawson	2501
Little Bow	4466
Looking Back	4580
Lost	4466
Louis	3169
McGregor	4466
Martin	2741
Marvel	2501
Maude	2501
Michel	3530
Moss	4569
Mud	4569
Mule Shoe	2559
Musreau	1847
Namaka	4466
Nanton	4466
Neville	4572
Octopus	2493
Owl	2501
Oxbow	4569
Porcupine	2741
Radial	3169
St. Pierre	3530
Seal	2011
Shirley	4569
Silver	4466
Spruce Island	4569
Stobart	4466
Sundance	2493
(Lake) Terrapin	2501
Third	4466
Upper Kananaskis	0703
Vermilion (Lakes)	2559
Wilson	1847

LOCALITY

Ardenville	3836
Caldbeck	1286
Carvel Corner	4255
Fresnoy	3530
Garth	3169
Hornbeck	2493
Kaydee	2493

National Topographic Sheet  
Map Number

Kovach	2501
Pinedale	2493
Sandy Beach	4569
Silver Beach	4574
Silvestre	1847
Simons Valley	1773 (A.S.E.)
Smithfield	4255
Stowe	3836
Tolman	3189
Vetchland	3169

MOUNTAIN

Aurora	2501
Cyclone	2741
(Mount) Douglas	1153
Eon	2501
(Mount) Erasmus	2741
(Mount) Gloria	2501
(Mount) Harris	2741
Heart	4375
(Mount) Loomis	2501
Lost	0295
(Mount) Loudon	2741
(Mount) Odium	2501
Red Man	2501
Sage	2777 (Prov. Map)
(Mount) Tecumseh	3177
Terrapin	2501
Tunnel	2559
(Mount) Trutch	2741
Warrior	0703
White Man	0703

PASS

Clearwater	2741
Highwood	2501
North Kananaskis	2501
Og	2501
Palliser	2501
South Kananaskis	2501
Spray	2501

PEAK

Cascade Rock	2501
Conical	2741
Pangman	2741
Prior	2741
Sullivan	2741

POST OFFICE

Beacon Heights	3218
Dunmore	1636
Farrow	4466
Hoselaw	3530
Mossleigh	4466
Pioneer	2493
Sherwood Park	3218
Shining Bank	2493
Silverwood	2443
Smith	3713
Steen River	4004
Taylorville	3836
Wapiti	1847

RESERVOIR

Spray Lakes	0703
Travers	4466

# RIDGE

Avion .....	0295
Spionkop .....	0295
Spirit Ridge .....	4632 (A.S.E.)

# RIVER

Escarpment .....	2741
Glacier .....	2741
Little Clear .....	4067
Mega .....	2016
Moose .....	1847
Upper Kananaskis .....	0703

# STATION

Anastasia .....	4466
Ansell .....	2493
Chokio .....	3836
Hazell .....	1634
Kitsim .....	4466
Mallow .....	4466
Matzhiwin .....	4466
Maunsell .....	3836

Peacock .....	4466
Peigan .....	3836

# MISCELLANEOUS NAMES

Lumpy—Butte .....	3836
Campbelltown—Settlement .....	3218
Hinton—Town .....	1986
Drinnan—Village .....	1986

# NAME CONFIRMATIONS

Barnard Dent Group .....	2741
Conway Group .....	2741
Pangman Peak .....	2741

# ALTERED APPLICATIONS

Mink Creek .....	4255
Fallis Post Office .....	4570
Sundance Post Office .....	4570
Clear River .....	4067
Waputik Mountain .....	2741

# NAME CHANGES

National Topographic Sheet  
Map Number

2501	Aurora Mountain	not	Mount Aurora
2837	Birch Lake	not	Alexis Lake
3218	Campbelltown Settlement (Sherwood Park P.O.)	not	Campbelltown Settlement (Campbell Park P.O.)
4580	Clearwater Creek	not	Sarepta Creek
4466	Dalemead Lake	not	Reservoir No. 2
1636	Dunmore Post Office	not	Dunmore Station (Coleridge P.O.)
2501	Eon Mountain	not	Mount Eon
1634	Hazell Station	not	Hazel Station
1986	Hinton Town	not	Drinnan Village
2837	Horse Lake	not	Cayuse Lake
4466	Kitsim Station	not	Kilsim Station
4466	Little Bow Lake	not	Little Bow Reservoir
4580	Looking Back Lake	not	Sarepta Lake
4466	McGregor Lake	not	Lake McGregor Reservoir
4466	Maple Leaf Hill (Sitook-Spagkway)	not	Sitook-Spagkway Hill (Middle Heights)
4466	Matzhiwin Station	not	Matziwin Station
2501	Mount Gloria	not	Gloria Mountain
4375	Mount McGillivray	not	Mount M'Gillivray nor Mount Duncan McGillivray
2741	Mount Trutch	not	Trutch Mountain
2559	Mule Shoe Lake	not	Muleshoe Lake
2141	North Isaac Creek	not	North Branch Isaac Creek
3169	North Prairie Creek	not	North Fork Prairie Creek
2741	Prior Peak	not	Mount Prior
2501	Red Man Mountain	not	Mount Red Man
4610	Sandholm Beach Hamlet	not	Sandhome Beach Hamlet
4569	Shirley Lake	not	Long Lake
2443	Silverwood Post Office	not	Esher Station (Silverwood P.O.)
1847	Silvestre Locality	not	Sylvestre Locality
3713	Smith Post Office	not	Smith Settlement (Mirror Landing P.O.)
2141	South Isaac Creek	not	South Branch Isaac Creek
2501	Terrapin Mountain	not	Mount Terrapin
4466	Travers Reservoir	not	Travers Dam Reservoir
2741	Waputik Icefield	not	Waputik Snowfield
0703	Warrior Mountain	not	Mount Warrior
0703	White Man Creek	not	Whiteman Creek
0703	White Man Mountain	not	Mount White Man

## DELETIONS

National Topographic Sheet  
Map Number

National Topographic Sheet  
Map Number

### CREEK

Buller .....	0703
North Branch Isaac .....	2141
North Fork Prairie .....	3169
Sarepta .....	4580
South Branch Isaac .....	2141
Whiteman .....	0703

### JUNCTION

Darson Junction .....	2837
Peace River Junction .....	2837

### LAKE

Alexis .....	2837
Berland .....	2493
Cayuse .....	2837
Long .....	4569
Muleshoe .....	2559
Potskin .....	1974
Sarepta .....	4580
Spray .....	0703

### LOCALITY

Glidehurst .....	4573
Leasowe .....	4573
Lundemo .....	4615
Minnewanka .....	2559
Miquelon Beach .....	4615
Sylvestre .....	1847

### MOUNTAIN

(Mount) Aurora .....	2501
(Mount) Duncan McGillivray .....	4375
(Mount) Eon .....	2501
Gloria .....	2501
(Mount) M'Gillivray .....	4375
(Mount) Pangman .....	2741
(Mount) Prior .....	2741
(Mount) Red Man .....	2501
(Mount) Terrapin .....	2501
Trutch .....	2741
(Mount) Warrior .....	0703
(Mount) White Man .....	0703

### POST OFFICE

Beacon Heights .....	3218
Campbell Park .....	3218
Mirror Landing .....	3713

### RESERVOIR

Lake McGregor .....	4466
Little Bow .....	4466
(Reservoir) No. 2 .....	4466
Travers Dam .....	4466

### SETTLEMENT

Badger Lake .....	4466
Blind Creek .....	4466
Boneville .....	4466
Bow City .....	4466
Dinton .....	4466
Frankburg .....	4466
Glenview .....	4466
Hearnleigh .....	4466
Kinnondale .....	4466
Lake McGregor .....	4466
McEwan .....	4466
New Oxley .....	4466
Ouelletteville .....	4466
Reid Hill .....	4466
Riverbow .....	4466
Smith .....	3713
Wheat Centre .....	4466

### STATION

Dunmore (Coleridge P.O.) .....	1636
Esher (Silverwood P.O.) .....	2443
Hazel .....	1634
Kilsim .....	4466
Matziwin .....	4466

### MISCELLANEOUS NAMES

Sandhome Beach—Hamlet .....	4610
Sitook-Spagkway—Hill .....	4466
(Middle Heights) .....	
Waputik—Snowfield .....	2741
Drinnan—Village .....	1986

## ACKNOWLEDGMENTS

The Board wishes to record its appreciation of the continuing courtesies of press and radio in informing the public regarding various features of its work. It is also indebted to Mr. D. Istvanffy, Provincial Statistician, for his valued co-operation and to its Secretary, Mrs. E. H. Gostick, for the discharge of duties involving the handling of an exceptional burden of detail.











Printed by L. Wall, Queen's Printer  
Edmonton, 1958

